

MAPLE GROVE, MINNESOTA

The City of Maple Grove 2013 Citizen Survey

REPORT OF RESULTS
AUGUST 2013



Prepared by:



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EXECUTIVE SUMMARY

SURVEY BACKGROUND

The 2013 Citizen Survey provided residents the opportunity to rate the quality of life in the City of Maple Grove, as well as the quality of service delivery and overall workings of local government. The survey also permitted residents to provide feedback to government on what is working well and what is not, and to share their priorities for community planning and resource allocation.

Surveys were mailed to 1,200 randomly selected resident households in April, 2013. A total of 520 surveys were completed, yielding a response rate of 47%.

Survey results were weighted so that respondent gender, age, race, housing unit type (attached or detached) and housing tenure (rent or own) were represented in proportions reflective of the entire city. The margin of error is plus or minus five percentage points around any given percentage point reported for the entire sample.

Because Maple Grove has administered a resident survey before, some comparisons could be made between 2013 responses and those from 2008 and 2001. Maple Grove also elected to have its results compared to those of other jurisdictions around the nation, comparisons made possible through a national benchmark database created and maintained by National Research Center, Inc. (NRC). This database contains resident perspectives gathered in citizen surveys from over 500 jurisdictions. Benchmark comparisons in this report are made to all other jurisdictions in the NRC database.

KEY FINDINGS

Maple Grove residents enjoyed a high quality of life in 2013, as in previous years.

- ▶ In 2013, 96% of survey respondents rated their overall quality of life in Maple Grove as “good” or “very good”; no respondents gave negative ratings.
- ▶ Almost all respondents gave positive marks to Maple Grove as a place to raise children; nearly as many said they would recommend living in Maple Grove to someone.
- ▶ Dimensions of quality of life such as Maple Grove as a place to work, retire and raise children remained stable from 2008 to 2013.
- ▶ Compared to other jurisdictions, all dimensions of quality of life in Maple Grove were rated much above the national average.

Residents appreciated many dimensions of living in Maple Grove, while noting that employment opportunities could improve.

- ▶ More than 9 in 10 awarded “good” or “very good” marks to Maple Grove’s overall image or reputation, cleanliness, overall quality of business and service establishments and recreational opportunities for youth.
- ▶ Fewer than 6 in 10 gave positive ratings of employment opportunities and the availability of affordable housing.
- ▶ Of the 18 characteristics that could be compared to previous years, six had higher ratings in 2013 than in 2008, ten had similar ratings, and just two had lower ratings (recreational opportunities and employment opportunities).
- ▶ All community characteristics that could be compared to other jurisdictions were much above the national average, except for the availability of affordable housing, which was rated much below.

- ▶ Respondents identified the quality of neighborhoods and safety of the community as Maple Grove's most important attributes, followed by quality of housing and quality of schools.

Residents felt safe in Maple Grove.

- ▶ Almost all residents reported feeling "very safe" or "somewhat safe" in Maple Grove during the day, including downtown, in their neighborhood, in Maple Grove's parks and shopping areas.
- ▶ Residents felt least safe in Maple Grove's parks area after dark, but about three-quarters still felt at least "somewhat safe"; these ratings were similar to those in 2008.
- ▶ Maple Grove residents reported feeling much safer than respondents from other communities.

Survey respondents lauded the quality of services in Maple Grove.

- ▶ As in 2008, 9 in 10 residents awarded positive ratings to the overall quality of services in 2013, setting Maple Grove much above the national average.
- ▶ Among the top rated services in Maple Grove were City parks and trails, fire services, the Maple Grove community center and police services, with more than 9 in 10 giving positive ratings.
- ▶ Similar to 2008, the lowest rated services in 2013 were traffic signal timing, street repair and maintenance and code enforcement.
- ▶ The largest increase in ratings was noted for services to seniors, with 81% giving "good" or better ratings in 2013, up from 66% in 2008.
- ▶ Almost all the services that could be compared to other communities were above or much above the national average; only two—fire services and drinking water—were similar to the average.

Citizens awarded good marks to Maple Grove government performance.

- ▶ In 2013, three-quarters of respondents gave "good" or better ratings to the overall direction that Maple Grove is taking, similar to 2008.
- ▶ Six in 10 gave positive ratings of the job that Maple Grove government does welcoming citizen involvement and to the value of services for the taxes paid to Maple Grove.
- ▶ All areas of government performance that could be compared to other communities were above the national average.
- ▶ Most residents had no preference regarding whether Maple Grove should conduct a primary election for mayor and council prior to the general election; just 17% said "yes."

Residents voiced their opinions on planning and development in Maple Grove.

- ▶ Three-quarters of those surveyed gave "good" or "very good" marks to overall City planning; these ratings were much above the average for other communities in the nation.
- ▶ From 2008 to 2013, ratings increased for City planning of Park-and-Ride lots and recent housing development and decreased for City planning of parking.
- ▶ Three-quarters of respondents supported the City partnering with local youth athletic associations to fund a gymnasium facility.
- ▶ Six in 10 residents opposed construction of additional housing in Maple Grove for low to moderate income residents.
- ▶ As in 2008, in 2013 a majority of residents supported increased development of new restaurants in Maple Grove.

SURVEY BACKGROUND

The City of Maple Grove contracted with National Research Center, Inc. (NRC) to conduct a community wide citizen survey. The primary goal of the survey was to assess the attitudes and opinions of residents by:

- ▶ Evaluating City programs and services.
- ▶ Determining general perceptions of the quality of life in the city.
- ▶ Identifying issues facing the city.
- ▶ Identifying demographic changes in the city.
- ▶ Setting benchmarks for future surveys.

The Maple Grove Citizen Survey serves as a consumer report card for Maple Grove by providing residents the opportunity to rate the quality of life in the city, as well as the community's amenities, service delivery and their satisfaction with local government. Residents also provide feedback on what is working well and what is not, and communicate their priorities for community planning and resource allocation.

Focus on the quality of service delivery of services helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Maple Grove City government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

This is the third iteration of the Maple Grove Citizen Survey since the baseline study conducted in 2001. The 2008 survey was conducted by phone.

SURVEY ADMINISTRATION

A postcard was mailed to 1,200 Maple Grove households, selected at random, notifying residents that they had been chosen to participate in the survey. A survey followed in the mail after one week and another one week later. There were 520 respondents to the mailed questionnaire (with 85 undeliverable addresses), yielding a response rate of 47%. The margin of error is plus or minus five percentage points around any given percentage for all respondents.

Survey results were weighted so that respondent gender, age, race, housing unit type (attached or detached) and housing tenure (rent or own) were represented in the proportions reflective of the entire city. More information about the survey methodology can be found in *Appendix F: Survey Methodology*.

HOW THE RESULTS ARE REPORTED

For the most part, the full set of frequencies or the "percent positive" are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., "very good" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.).

On many of the questions in the survey, respondents could give an answer of "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Complete Survey Frequencies* and is discussed in the body of this report if it is 30% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise

indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice rounding values to the nearest whole number.

PRECISION OF ESTIMATES

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The margin of error for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (N=520).

COMPARISON OF RESULTS OVER TIME AND BY RESPONDENT SUBGROUPS

Because this survey was the third iteration of the citizen survey, the 2001 and 2008 results are presented along with past ratings when available. Differences that surfaced may or may not be meaningful, as wording changes between survey versions and the switch in methodology from a mail to a telephone survey may account, at least in part, for any shift in average ratings. Changes over time are regarded as significant if the difference in ratings between years is at least seven percentage points.

Selected survey results were compared by respondent housing unit type and income and are discussed throughout the body of the report. These crosstabulations are presented in tabular form in *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*). Where differences between subgroups are statistically significant, the results in these tables are shaded grey.

COMPARING SURVEY RESULTS TO OTHER COMMUNITIES

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 communities whose residents evaluated their services. Conducted with typically no fewer than 400 residents in each community, opinions are intended to represent over 30 million Americans.

Communities to which Maple Grove is compared can be found in *Appendix E: List of Cities in the Benchmark Comparison*. National benchmark comparisons have been provided when similar questions on the Maple Grove survey are included in NRC’s database and there are at least five communities in which the question was asked, though most questions are compared to more than five other communities. Additional information on NRC’s benchmarking database can be found in *Appendix F: Survey Methodology*.

Where comparisons for quality ratings were available, Maple Grove’s results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of Maple Grove’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error (2.6 points or less on the 100-point scale); “above” or “below” if the difference between Maple Grove’s rating and the benchmark is greater than but less than twice the margin of error (greater than 2.6 points but 5.2 points or less); and “much above” or “much below” if the difference between Maple Grove’s rating and the benchmark is more than twice the margin of error (greater than 5.2 points). Comparisons for a number of items on the survey is not available in the benchmark database (e.g., some of the services or aspects of the community or quality of life). These items are excluded from the benchmark tables.

QUALITY OF LIFE AND COMMUNITY

Since the first iteration of the survey in 2001, residents of Maple Grove have been asked to rate their overall quality of life and Maple Grove as a place to raise children. Since 2008, residents also were asked to rate other aspects of quality of life in the community, such as Maple Grove as a place to work and retire. Together, these ratings provide a picture of Maple Grove as a quality community.

QUALITY OF LIFE

Residents gave exceptionally high marks to the overall quality of life in Maple Grove, with more than 9 in 10 awarding “good” or “very good” ratings in 2013; no respondents felt that the quality of life was “bad” or “very bad.” Similarly, almost all residents surveyed gave positive ratings of Maple Grove as a place to raise children. About 8 in 10 gave such ratings to Maple Grove as a place to work and retire. Ratings in 2013 were similar to 2001 and 2008. Maple Grove residents’ ratings of quality of life were compared to those of other jurisdictions across the country. For all aspects of quality of life, Maple Grove received ratings that were much above the national average.

Comparisons by respondent characteristics revealed that respondents living in attached units gave higher ratings of Maple Grove as a place to retire than did those living in detached units (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*).

FIGURE 1: OVERALL QUALITY OF LIFE IN MAPLE GROVE, 2013

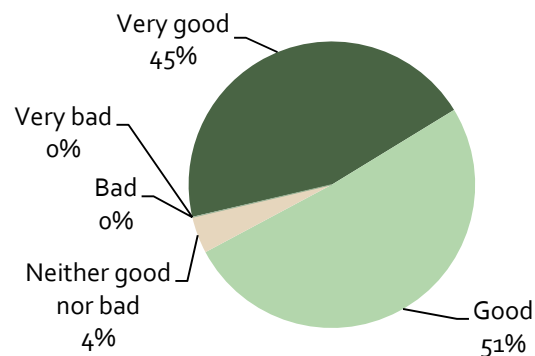
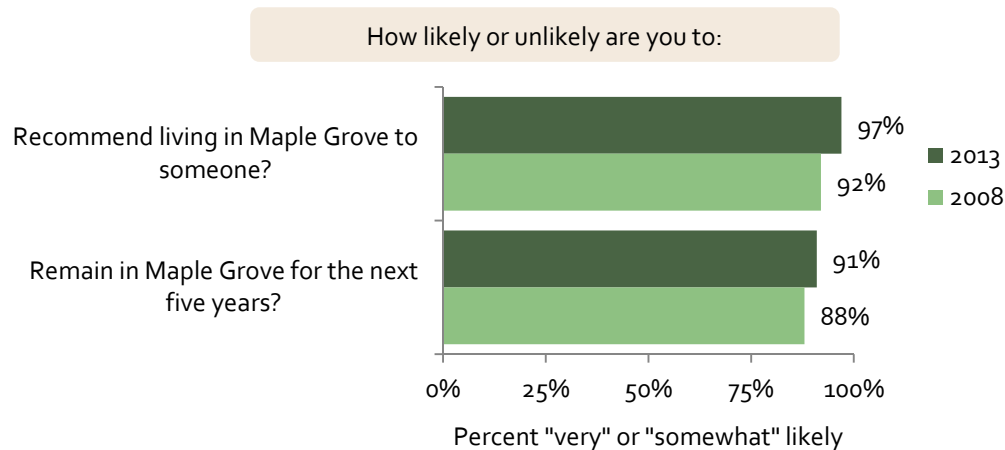


FIGURE 2: ASPECTS OF QUALITY OF LIFE COMPARED OVER TIME AND TO THE BENCHMARKS

Please rate each of the following aspects of quality of life in Maple Grove. (Percent “very good” or “good”)	2013	2008	2001	2013 comparison to national benchmark
Overall quality of life in Maple Grove	96%	96%	93%	Much above
Maple Grove as a place to raise children	99%	96%	95%	Much above
Maple Grove as a place to work	84%	82%	NA	Much above
Maple Grove as a place to retire	77%	74%	NA	Much above

In addition to quality of life ratings, residents' perceptions of their community can be measured in their loyalty to the community. In 2013, 9 in 10 residents planned to remain in Maple Grove for the next five years, with 7 in 10 reporting that they were "very likely" to stay. Moreover, almost all residents said they would be "very" or "somewhat" likely to recommend living in Maple Grove to someone who asks. Results were stable from 2008 to 2013.

FIGURE 3: RESIDENTIAL STABILITY COMPARED OVER TIME



Compared to other jurisdictions nationwide, Maple Grove residents gave ratings that were much above the benchmark.

FIGURE 4: RESIDENTIAL STABILITY BENCHMARKS

How likely or unlikely are you to:	2013 comparison to national benchmark
Recommend living in Maple Grove to someone who asks	Much above
Remain in Maple Grove for the next five years	Much above

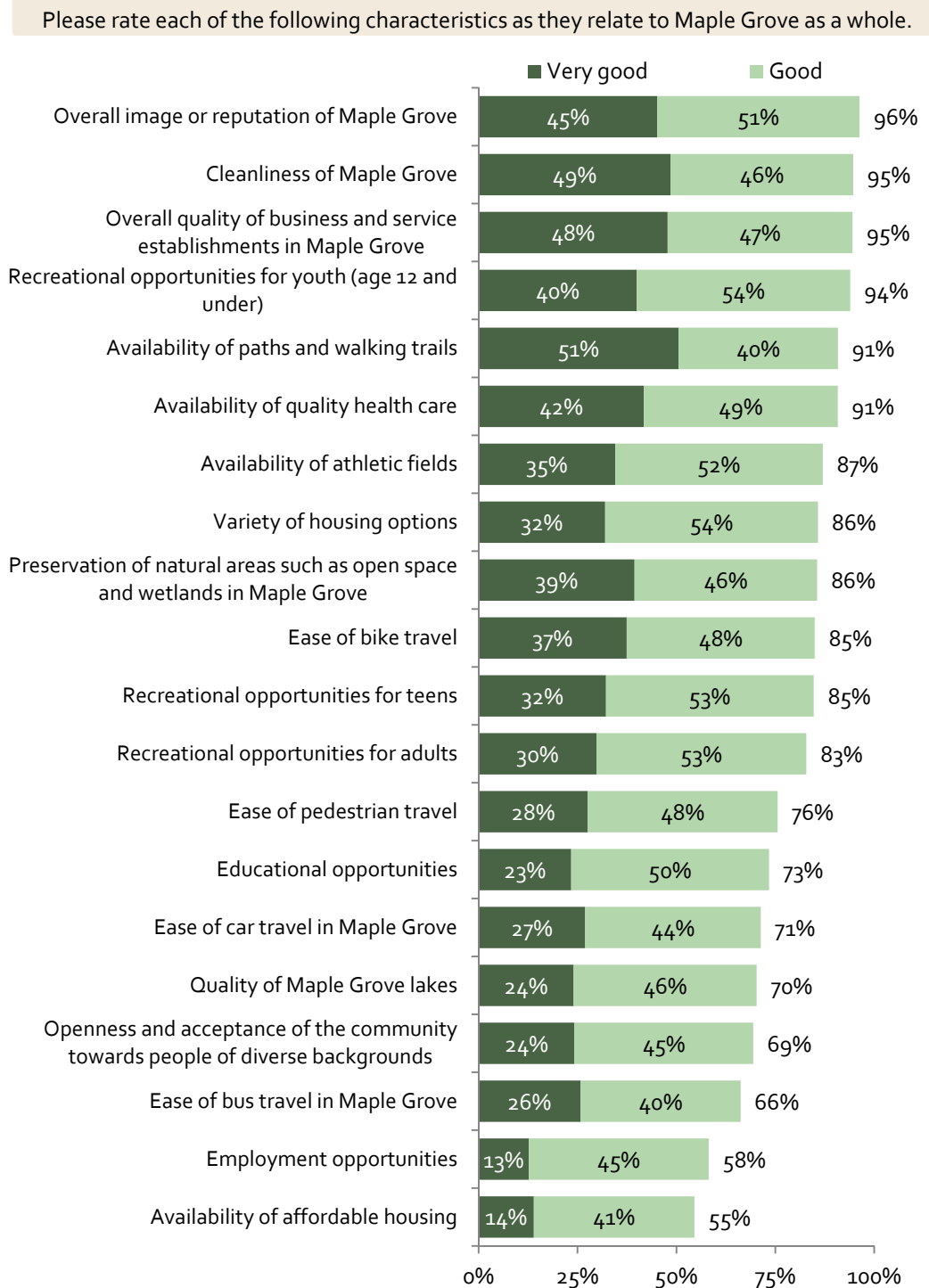
COMMUNITY CHARACTERISTICS

Resident ratings of specific community characteristics provide a more detailed view of life in Maple Grove. In 2013, the top-rated characteristics included the overall image and reputation of Maple Grove, the cleanliness of Maple Grove and the overall quality of business and service establishments, with at least 95% giving ratings of “good” or better. The lowest rated characteristics were employment opportunities and availability of affordable housing, with just over half giving positive ratings.

At least 30% of respondents said “don’t know” when rating employment opportunities and ease of bus travel in Maple Grove. The responses presented in the body of the report are for those who had an opinion. The full set of responses, including “don’t know” can be found in *Appendix B: Complete Survey Frequencies*.

Ratings of select community characteristics were compared by respondent demographics. Compared to respondents living in detached units, residents of attached units gave higher ratings to the ease of car travel in Maple Grove but lower ratings to the variety of housing options and the availability of affordable housing. Residents reporting annual incomes between \$50,000 and \$100,000 tended to award higher ratings to the overall quality of business and service establishments compared to their counterparts; however, they tended to give lower ratings to the ease of car travel in Maple Grove and the availability of affordable housing. No differences were noted for ratings of the overall image or reputation of Maple Grove. (For additional comparisons by respondent demographics, see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*.)

FIGURE 5: RATINGS OF COMMUNITY CHARACTERISTICS, 2013



Most ratings remained stable from 2008 to 2013. Of the 18 characteristics that could be compared to previous years, six had improved since 2008 (availability of quality health care, variety of housing options, preservation of natural areas, ease of car travel, ease of bus travel and availability of affordable housing) and ten had stayed the same (overall image or reputation, availability of athletic fields, cleanliness, overall quality of business and service establishments, availability of paths and walking trails, ease of bike travel, ease of pedestrian travel, educational opportunities, quality of Maple Grove lakes and openness and acceptance of the community). Only two had lower ratings: recreational opportunities (83% “good” or “very good” in 2013 vs. 93% in 2008) and employment opportunities (58% in 2013 vs. 65% in 2008).

Of the 20 characteristics rated in 2013, 16 could be compared to the national benchmark. All characteristics were rated much above the benchmark, with the exception of availability of housing, which was rated much below.

FIGURE 6: COMMUNITY CHARACTERISTICS COMPARED OVER TIME AND TO THE BENCHMARK

Please rate each of the following characteristics as they relate to Maple Grove as a whole. (Percent “very good” or “good”)	2013	2008	2001	2013 comparison to national benchmark
The overall image or reputation of Maple Grove	96%	91%	NA	Much above
The cleanliness of Maple Grove	95%	97%	NA	Much above
The overall quality of business and service establishments in Maple Grove	95%	92%	NA	Much above
Recreational opportunities for youth (age 12 and under)	94%	NA	NA	Much above
The availability of paths and walking trails	91%	93%	NA	Much above
The availability of quality health care	91%	84%	NA	Much above
The availability of athletic fields	87%	81%	NA	NA
The variety of housing options	86%	78%	NA	Much above
The preservation of natural areas such as open space and wetlands in Maple Grove	86%	75%	NA	Much above
Ease of bike travel	85%	84%	78%	Much above
Recreational opportunities for teens	85%	NA	NA	NA
Recreational opportunities	83%	93%	NA	Not available
Ease of pedestrian travel	76%	75%	80%	Much above
Educational opportunities	73%	76%	NA	Much above
Ease of car travel in Maple Grove	71%	60%	57%	Much above
The quality of Maple Grove lakes	70%	71%	NA	NA
The openness and acceptance of the community towards people of diverse backgrounds	69%	70%	NA	Much above
Ease of bus travel in Maple Grove	66%	56%	NA	Much above
Employment opportunities	58%	65%	NA	Much above
The availability of affordable housing	55%	46%	NA	Much below

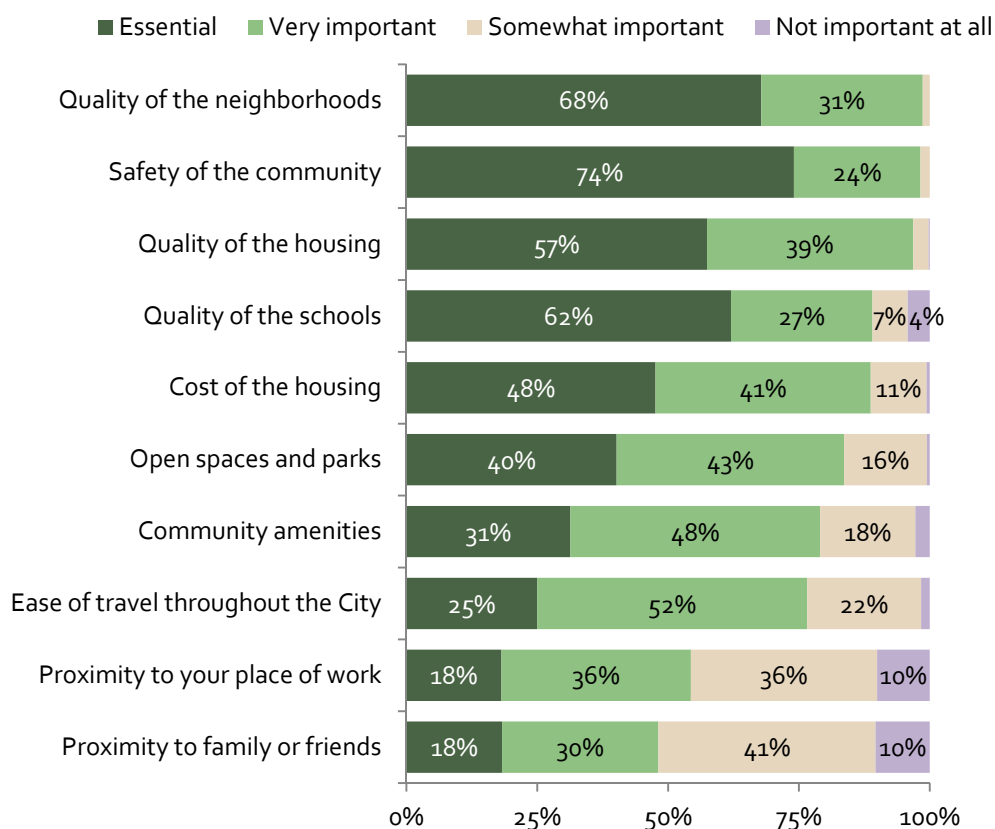
IMPORTANCE OF CHARACTERISTICS

In addition to rating the quality of community amenities, residents weighed in on the importance of various characteristics as they related to their quality of life in Maple Grove. In 2013, respondents identified the quality of neighborhoods and safety of the community as the most important attributes, followed by quality of housing and quality of schools. Proximity to work and proximity to friends and family were rated as relatively less important attributes.

Respondents of different demographic groups had different priorities for maintaining their quality of life in Maple Grove. Residents of attached housing units and those earning less than \$50,000 a year gave higher importance ratings to the cost of housing, proximity to work and proximity to family or friends than did their counterparts. Those earning between \$50,000 and \$100,000 gave lower importance ratings to community amenities and quality of the neighborhoods compared to their counterparts. Respondents earning \$100,000 or more placed greater importance on the quality of the schools and community amenities than did those earning less (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*).

FIGURE 7: IMPORTANCE OF MAPLE GROVE CHARACTERISTICS, 2013

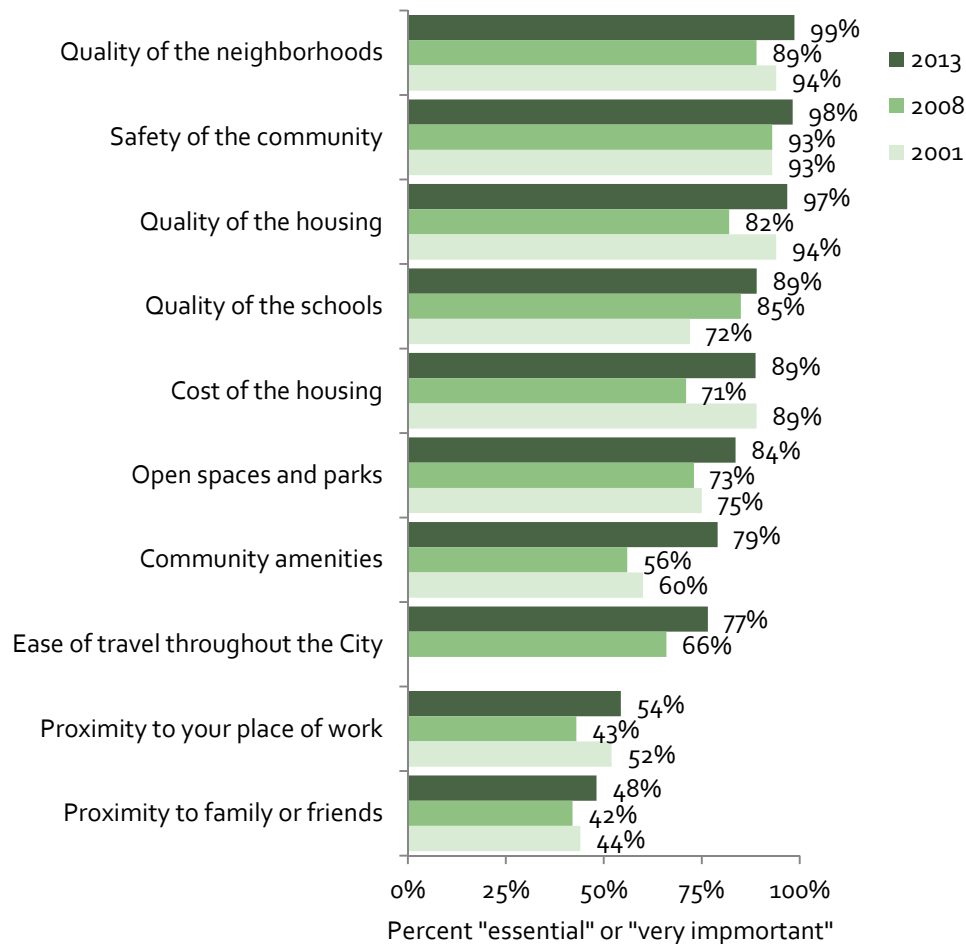
When you think about living in Maple Grove, how important, if at all, are each of the following to the quality of life here?



While the general order of importance remained similar from 2008 to 2013, greater proportions of residents said each dimension was “essential” or “very important” in 2013.

FIGURE 8: IMPORTANCE RATINGS COMPARED OVER TIME

When you think about living in Maple Grove, how important, if at all, are each of the following to the quality of life here?



In 2001, this question was worded, “How important were each of the following factors in selecting the city as a place to live?” The question was asked on a 5-point scale from “not important at all” to “very important”. The figure above represents the percent of respondents in 2001 who answered “very important” or “important.”

SAFETY

Residents' sense of safety in their community is essential to their quality of life. In 2013, almost all residents reported feeling "very safe" or "somewhat safe" in Maple Grove during the day, including downtown, in their neighborhood, in Maple Grove's parks and other shopping areas. Nine in 10 also felt safe downtown and in their neighborhood after dark. Residents felt less safe in Maple Grove's parks area after dark, but about three-quarters still felt at least "somewhat safe."

Safety ratings did not differ by respondent housing unit type. However, residents earning between \$50,000 and \$100,000 gave somewhat lower ratings of safety in downtown shopping areas and other shopping areas during the day compared to their counterparts (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*).

Ratings remained stable from 2008 and much above the national benchmark.

FIGURE 9: SAFETY RATINGS COMPARED OVER TIME AND TO THE BENCHMARKS

Please rate how safe or unsafe you feel in each of the following places in Maple Grove. (Percent "very" or "somewhat" safe)	2013	2008	2001	2013 comparison to national benchmark
In Maple Grove's downtown area during the day	99%	99%	95%	Much above
In your neighborhood during the day	98%	99%	91%	Much above
In Maple Grove's parks during the day	96%	98%	NA	Much above
Other shopping areas during the day	96%	NA	NA	NA
In Maple Grove's downtown area after dark	94%	95%	NA	Much above
In your neighborhood after dark	93%	93%	NA	Much above
Other shopping areas during the night	85%	NA	NA	NA
In Maple Grove's parks area after dark	73%	76%	NA	Much above

CITY SERVICES

OVERALL QUALITY OF SERVICES

Residents provided positive feedback on the overall quality of services provided by the City of Maple Grove, with 92% awarding “very good” or “good” marks; almost no one gave “bad” or “very bad” ratings.

Ratings were similar to those from 2008 (94% “very good” or “good”) and much above the average for other jurisdictions in the nation.

FIGURE 10: OVERALL QUALITY OF MAPLE GROVE SERVICES, 2013

Overall, how would you rate the quality of the services provided by the City of Maple Grove?

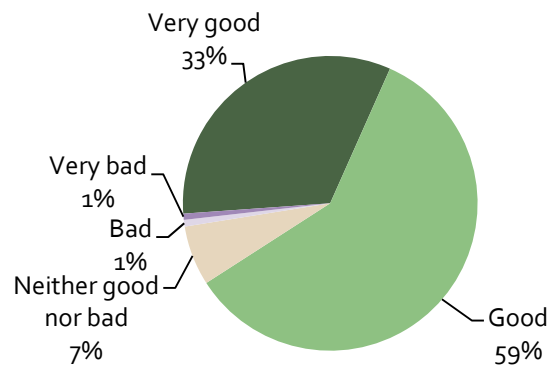
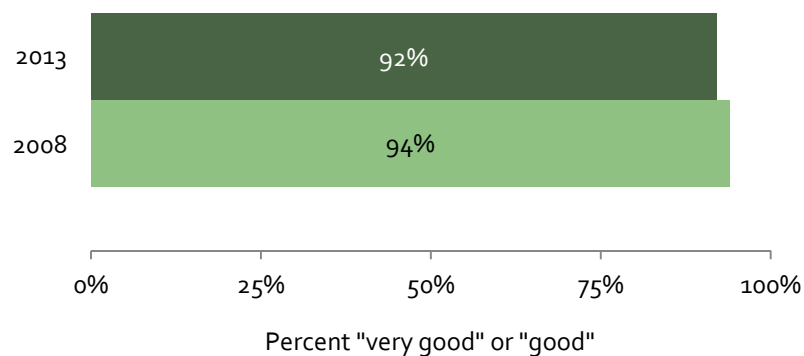


FIGURE 11: OVERALL QUALITY OF SERVICES COMPARED OVER TIME

Overall, how would you rate the quality of the services provided by the City of Maple Grove?



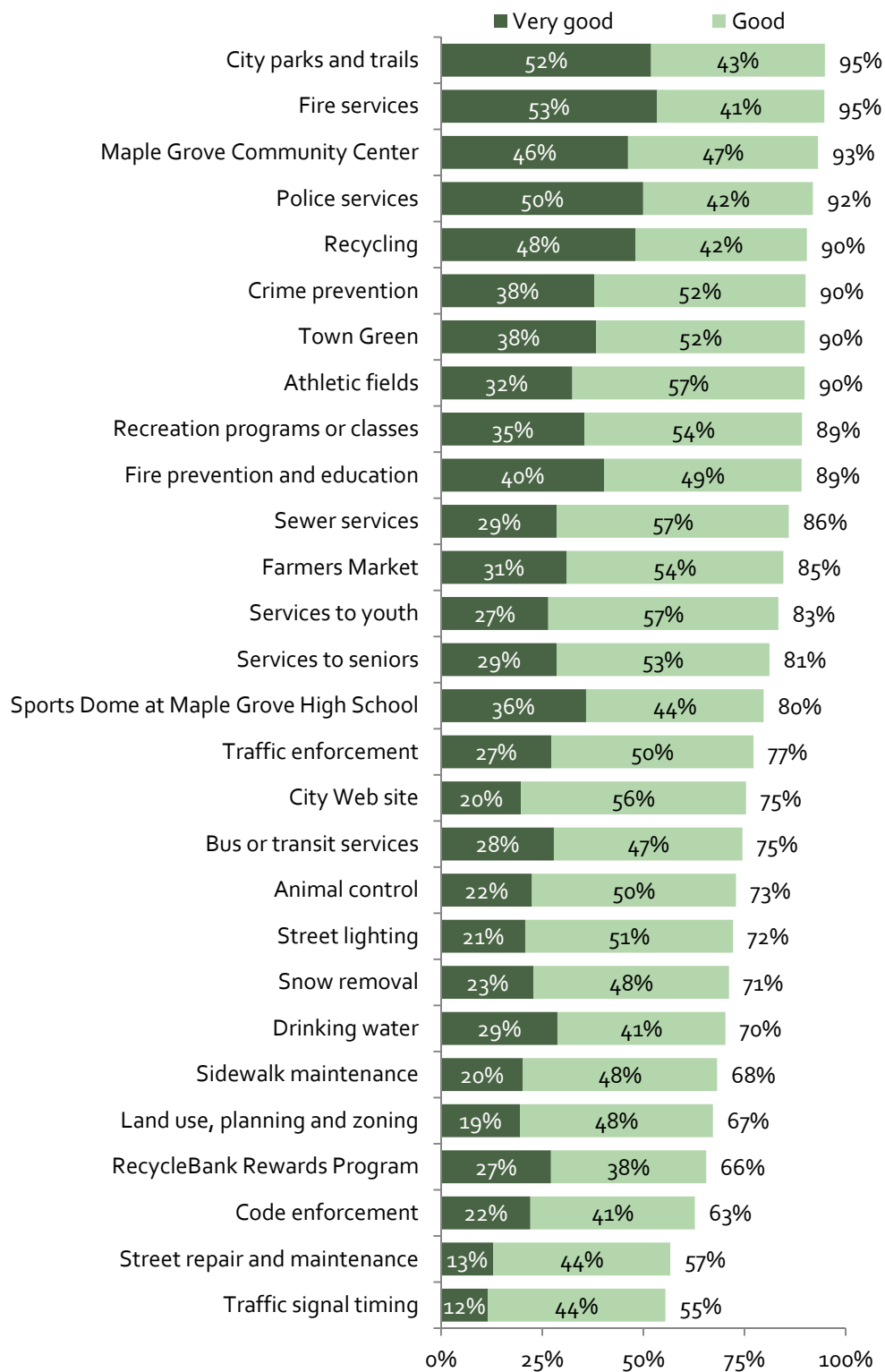
SERVICES AND AMENITIES

In addition to an overall rating, Maple Grove residents were asked to evaluate specific services and amenities. Among the top rated services in Maple Grove in 2013 were City parks and trails, fire services, the Maple Grove community center and police services, with more than 9 in 10 giving “very good” or “good” ratings. A similar proportion gave “good” or better marks to recycling, crime prevention, the Town Green, athletic fields, recreation programs or classes and fire prevention and education. Among the lowest rated services were traffic signal timing, street repair and maintenance and code enforcement.

At least 30% of respondents said “don’t know” when rating the following areas: fire prevention and education, bus or transit services, code enforcement, animal control, services to seniors, services to youth, the Town Green, the Sports Dome at Maple Grove High School and the RecycleBank Rewards Program.

FIGURE 12: RATINGS OF CITY SERVICES, 2013

Please rate the quality of each of the following services or amenities in Maple Grove.



When the 2013 results were compared to 2008, seven services had improved (fire services, crime prevention, athletic fields, fire prevention and education, services to seniors, bus or transit services and land use, planning and zoning), four received lower ratings (animal control, snow removal, sidewalk maintenance and code enforcement), and 12 had remained stable. The largest increase in ratings was noted for services to seniors, with 81% giving “good” or better ratings in 2013, up from 66% in 2008. Also noteworthy was the steady increase in ratings of bus or transit services from 2001 to 2013. Five service areas—the Town Green, Farmers Market, Sports Dome, City Web site and RecycleBank Rewards Program—were new to the survey in 2013 and could not be compared to previous years.

Of the 24 services that could be compared to other jurisdictions across the nation, 22 were above the benchmark, and the remaining two (fire services and drinking water) were similar.

FIGURE 13: RATINGS OF CITY SERVICES COMPARED OVER TIME AND TO THE BENCHMARKS

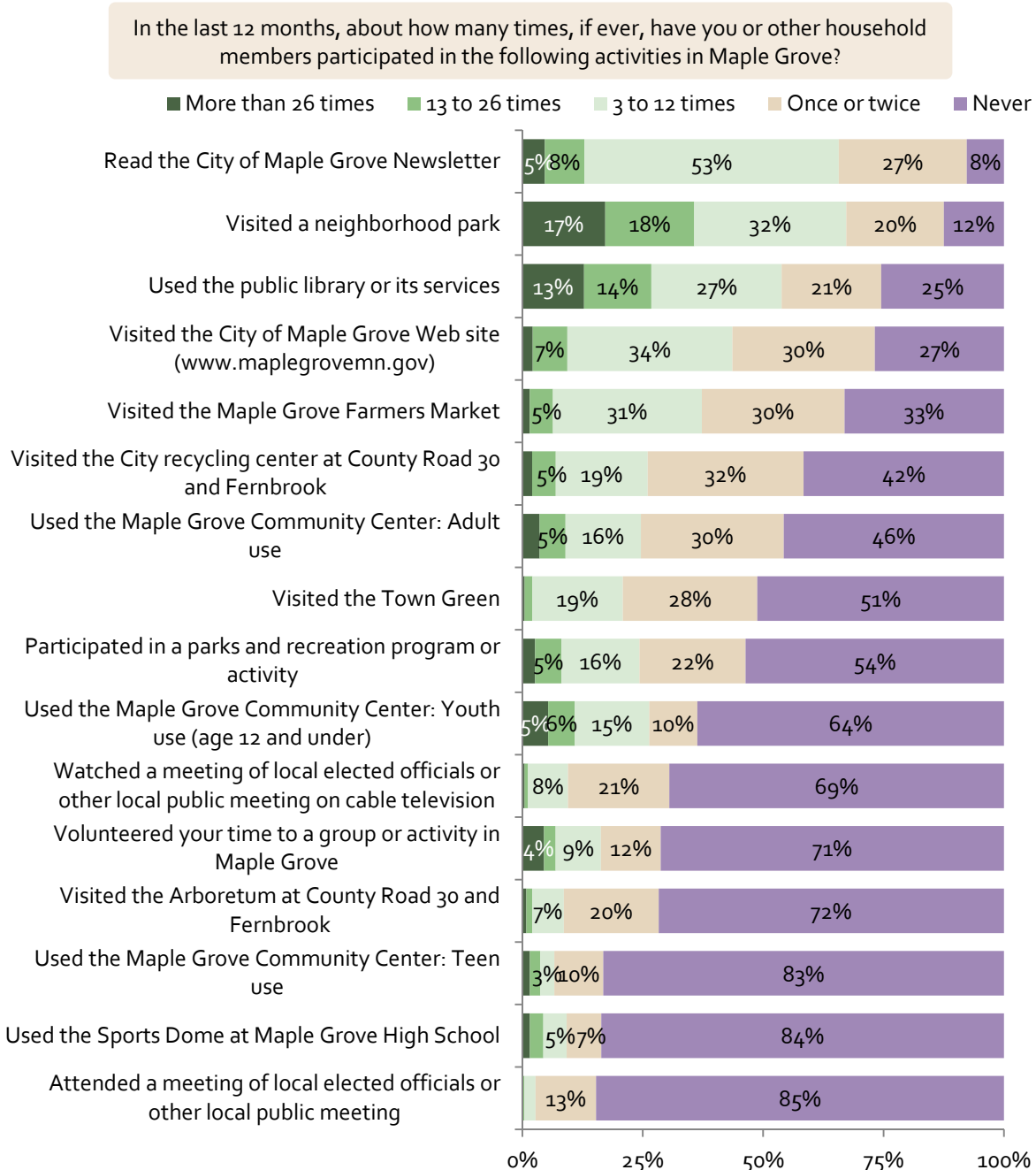
Please rate the quality of each of the following services or amenities in Maple Grove. (Percent “very good” or “good”)	2013	2008	2001	2013 comparison to national benchmark
City parks and trails	95%	94%	95%	Much above
Fire services	95%	89%	89%	Similar
Maple Grove Community Center	93%	91%	90%	Much above
Police services	92%	90%	86%	Much above
Recycling	90%	93%	86%	Much above
Crime prevention	90%	85%	NA	Much above
Town Green	90%	NA	NA	NA
Athletic fields	90%	85%	NA	Much above
Recreation programs or classes	89%	89%	85%	Much above
Fire prevention and education	89%	77%	NA	Much above
Sewer services	86%	87%	NA	Much above
Farmers Market	85%	NA	NA	NA
Services to youth	83%	86%	NA	Much above
Services to seniors	81%	66%	NA	Much above
Sports Dome at Maple Grove High School	80%	NA	NA	NA
Traffic enforcement	77%	79%	NA	Much above
City Web site	75%	NA	NA	Much above
Bus or transit services	75%	68%	56%	Much above
Animal control	73%	80%	NA	Much above
Street lighting	72%	75%	64%	Much above
Snow removal	71%	78%	89%	Above
Drinking water	70%	74%	NA	Similar
Sidewalk maintenance	68%	78%	NA	Much above
Land use, planning and zoning	67%	60%	NA	Much above
RecycleBank Rewards Program	66%	NA	NA	NA
Code enforcement, such as weeds, abandoned buildings, etc.	63%	73%	NA	Much above
Street repair and maintenance	57%	61%	66%	Much above
Traffic signal timing	55%	55%	NA	Above

PARTICIPATION AND COMMUNICATION

RESIDENT PARTICIPATION

Survey respondents were asked to report their level of engagement in a variety of community activities. Nine in 10 had read the City of Maple Grove Newsletter or visited a neighborhood park at least once in the 12 months prior to the survey, and three-quarters had used the public library or visited the City Web site. In contrast, few residents (less than 20%) had used the Maple Grove Community Center for teen use, used the Sports Dome at Maple Grove High School or attended a local public meeting.

FIGURE 14: COMMUNITY PARTICIPATION, 2013



Resident participation tended to remain stable or decrease from 2008 to 2013; only reading the Maple Grove Newsletter and visiting the Maple Grove Web site increased from 2008. The activities for which participation decreased included participating in a parks and recreation program or activity (in 2013 46% participated at least once vs. 59% in 2008), visiting the Arboretum (28% vs. 39%), volunteering (29% vs. 51%) and attending a local public meeting (15% vs. 35%).

Compared to residents of other communities across the nation, residents of Maple Grove reported higher levels of participation in three areas: reading the City newsletter, using the public library and visiting the City Web site. Participation was similar for visiting a neighborhood park and attending a recreation program or activity. Resident participation was lower than other communities for recycling, volunteering time to some group or activity, attending a local public meeting and watching such a meeting on cable television, the Internet or other media.

FIGURE 15: COMMUNITY PARTICIPATION COMPARED OVER TIME AND TO THE BENCHMARKS

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Maple Grove? (Percent at least once in last 12 months)	2013	2008	2001	2013 comparison to national benchmark
Read the City of Maple Grove Newsletter	92%	84%	88%	Much more
Visited a neighborhood park	88%	91%	93%	Similar
Used the public library or its services	75%	80%	79%	More
Visited the City of Maple Grove Web site (www.maplegrovern.gov)	73%	67%	36%	Much more
Visited the Maple Grove Farmers Market	67%	66%	NA	NA
Visited the City recycling center at County Road 30 and Fernbrook	58%	NA	NA	Much less
Used the Maple Grove Community Center: Adult use	54%	78%	82%	NA
Visited the Town Green	49%	NA	NA	NA
Participated in a parks and recreation program or activity	46%	59%	51%	Similar
Used the Maple Grove Community Center: Youth use (age 12 and under)	36%	NA	NA	NA
Watched a meeting of local elected officials or other local public meeting on cable television	31%	33%	40%	Much less
Volunteered your time to a group or activity in Maple Grove	29%	51%	NA	Much less
Visited the Arboretum at County Road 30 and Fernbrook	28%	38%	30%	NA
Used the Maple Grove Community Center: Teen use	17%	NA	NA	NA
Used the Sports Dome at Maple Grove High School	16%	NA	NA	NA
Attended a meeting of local elected officials or other local public meeting	15%	35%	13%	Much less

Some question items were worded differently in 2013 than in previous years: "used the Maple Grove public library or its services" was "visited the library" in 2001; "visited the Arboretum at County Road 30 and Fernbrook" was "visited the Arboretum" in 2001; "participated in a parks and recreation program or activity" was "participated in a parks/recreation program" in 2001; "visited a neighborhood park" was "used a neighborhood park/trail" in 2001. The scale for these items was slightly different in 2001: "more than once a week," "more than once a month," "3 to 12 times last year," "1 or 2 times last year," "never." Adult use, youth use and teen use of the Maple Grove Community Center were included in the single item, "used the Maple Grove Community Center" in 2008 and "visited the community center" in 2001. These items are presented under "adult use" in the figure above for ease of comparison to 2013.

COMMUNICATION

Understanding how residents connect and communicate can help a local government keep its citizens informed. In 2013, residents of Maple Grove demonstrated a similar trend to other communities in their communication preferences, with just 6 in 10 reporting having a landline phone in their home. Of those who had Internet access at home and watched television, most received these services via cable. About one-quarter also reported connecting to the Internet via smart phone or cell phone or DSL. The proportion of respondents without Internet access in their home had decreased from 11% in 2008 to just 4% in 2013.

FIGURE 16: RESIDENTS WITH A LANDLINE PHONE, 2013

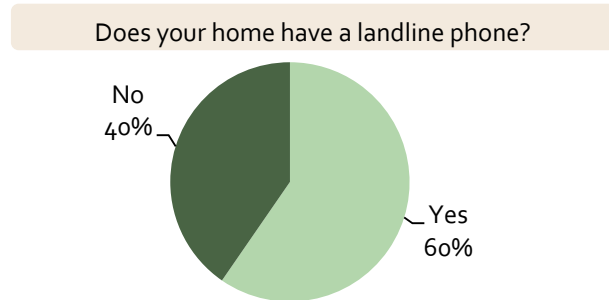
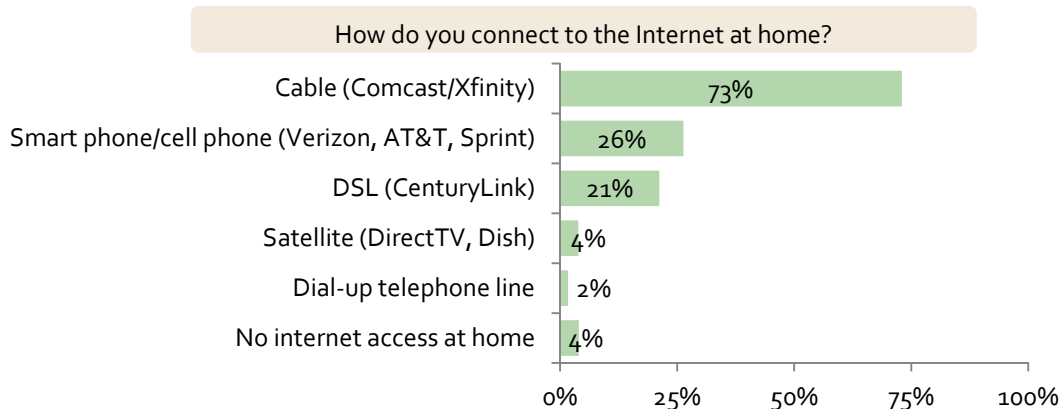
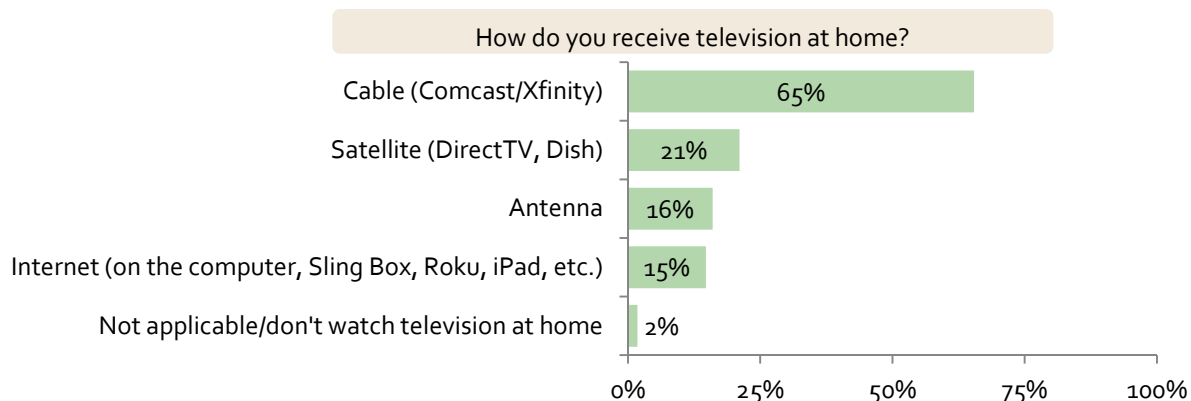


FIGURE 17: MODE OF INTERNET CONNECTION, 2013



Total may exceed 100% as respondents could select more than one answer.

FIGURE 18: TELEVISION SERVICES, 2013



Total may exceed 100% as respondents could select more than one answer.

CITY GOVERNMENT

MAPLE GROVE GOVERNMENT PERFORMANCE

Maple Grove residents lauded their local government's performance, with three-quarters giving "good" or better ratings to the overall direction that Maple Grove is taking. Six in 10 also gave positive marks to the job that Maple Grove government does welcoming citizen involvement and to the value of services for the taxes paid to Maple Grove. The job Maple Grove government does listening to its citizens received the lowest marks, with just over half giving positive ratings. These results were similar to 2008, with a slight decrease in positive ratings for the job Maple Grove City Council does at representing its citizens (56% "good" or "very good" in 2013 vs. 63% "good" or "very good" in 2008).

More than 30% of respondents indicated "don't know" when rating the following: the job Maple Grove government does welcoming citizen involvement, the job Maple Grove government does listening to citizens, the job Maple Grove City Council does representing its citizens and the job Maple Grove City Council does responding to citizen concerns.

When results were compared by respondent characteristics, residents living in attached housing units awarded higher marks than did those living in detached units to the value of services for the taxes paid to Maple Grove, the overall direction Maple Grove is taking and the job Maple Grove City Council does representing its citizens. Similarly, those earning under \$50,000 gave more positive ratings than did higher income residents to the overall direction Maple Grove is taking, the job Maple Grove City Council does representing its citizens and the job Maple Grove City Council does responding to citizen concerns (see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*).

All four areas of government performance that could be compared to other jurisdictions in the nation were above the benchmark, including the overall direction that Maple Grove is taking, the job Maple Grove government does at welcoming citizen involvement, the value of services for the taxes paid to Maple Grove and the job Maple Grove government does at listening to citizens.

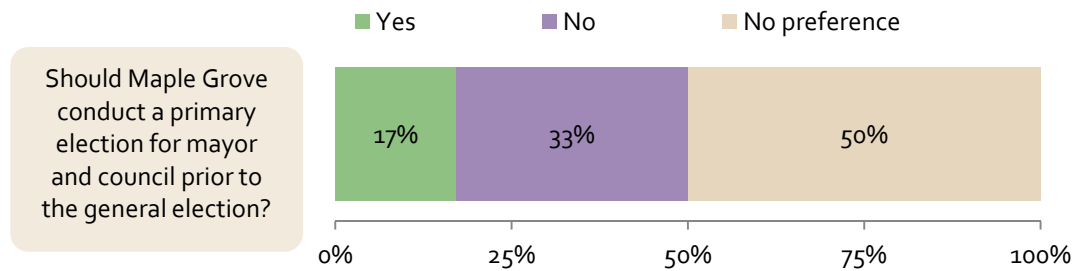
FIGURE 19: GOVERNMENT PERFORMANCE COMPARED OVER TIME AND TO THE BENCHMARKS

Please rate the following categories of Maple Grove government performance.	2013	2008	2001	2013 comparison to national benchmark
The overall direction that Maple Grove is taking	73%	76%	NA	Much above
The job Maple Grove government does welcoming citizen involvement	60%	62%	NA	Much above
The value of services for the taxes paid to Maple Grove	59%	60%	NA	Above
The job Maple Grove City Council does representing its citizens	56%	63%	NA	NA
The job Maple Grove City Council does responding to citizen concerns	56%	57%	NA	NA
The job Maple Grove government does listening to citizens	53%	57%	NA	Much above

PRIMARY ELECTIONS

Residents were asked to give their opinion on whether Maple Grove should conduct a primary election for mayor and council prior to the general election. Half of respondents had no preference, while one-third said “no” and just 17% said “yes.”

FIGURE 20: LEVEL OF SUPPORT FOR PRIMARY ELECTIONS, 2013



OPPORTUNITIES AND CHALLENGES

CITY PLANNING

Since the first iteration of the survey in 2001, the City has asked its residents to rate its planning strategies in a variety of areas. In 2013, 9 in 10 residents gave “good” or better marks to the job Maple Grove has done planning trails and sidewalks, parks and Park-and-Ride lots. Nearly as many residents gave positive marks to planning community events (86% “good” or “very good”) and residential areas (85%). Fewer gave such ratings to recent housing development (63%) and attracting new employers with professional and executive jobs to Maple Grove (58%).

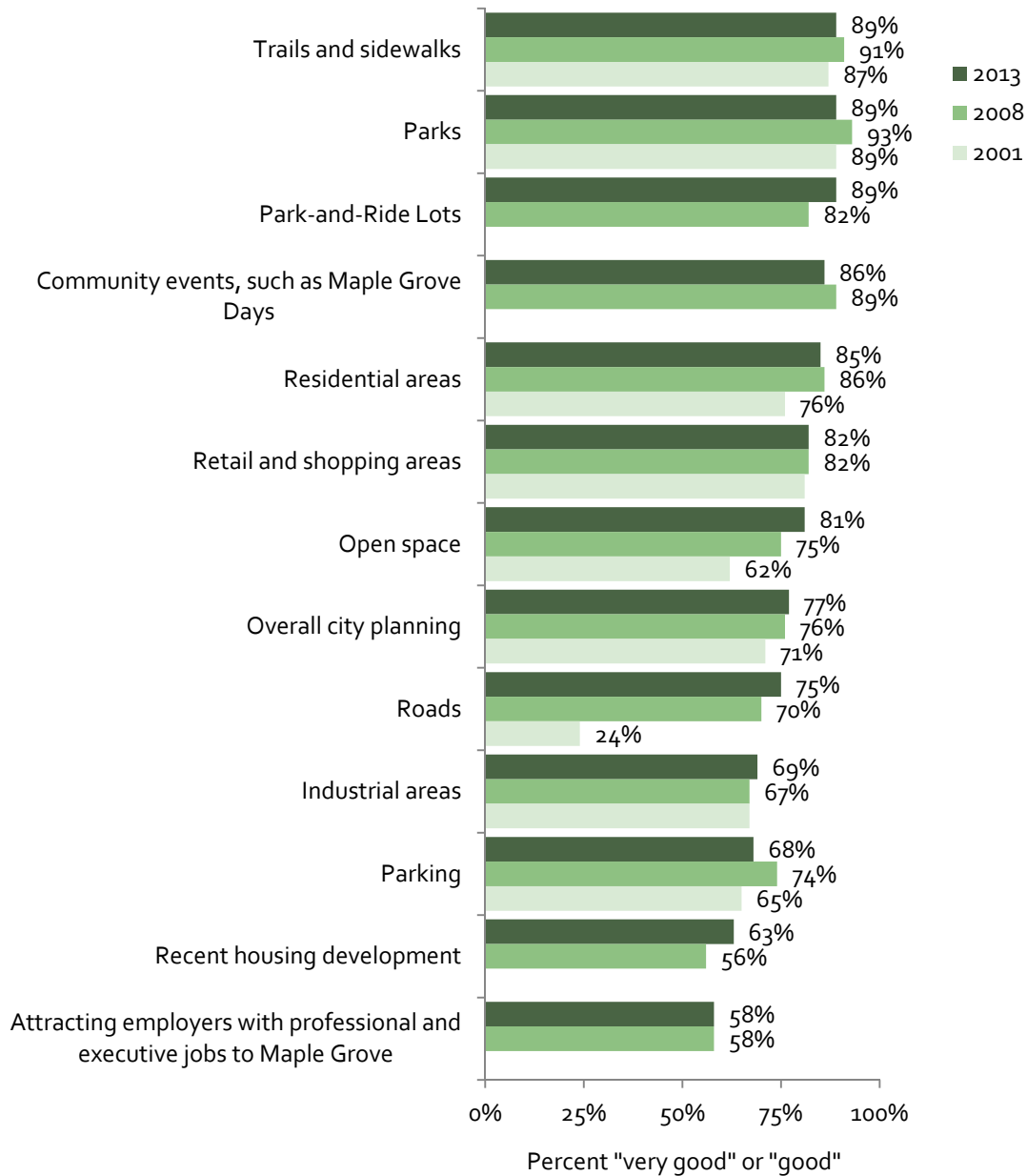
Ratings generally were stable from 2008 to 2013. However, ratings increased for Park-and-Ride lots and recent housing development, with each improving by at least seven percentage points since 2008.

Ratings of overall city planning were much above the national benchmark.

Respondents earning between \$50,000 and \$100,000 were less likely to give “very good” or “good” ratings to Maple Grove’s overall city planning compared to their counterparts. (For additional comparisons, see *Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*).

FIGURE 21: CITY PLANNING RATINGS COMPARED OVER TIME

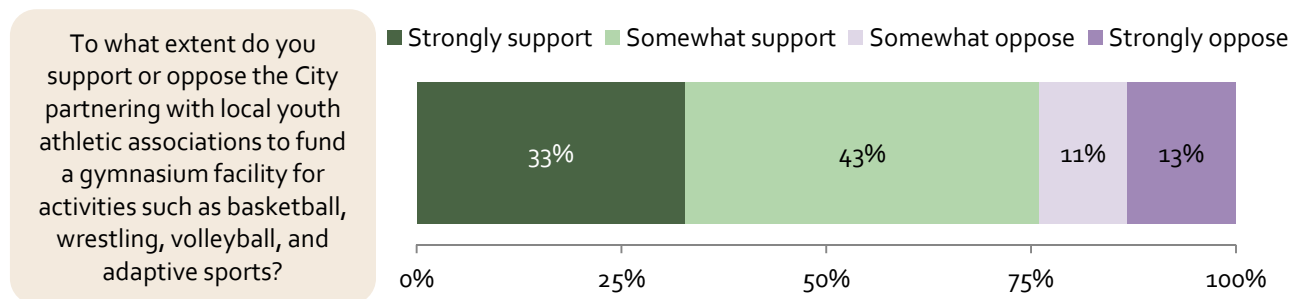
Please rate how you think Maple Grove has done planning the following:



DEVELOPMENT

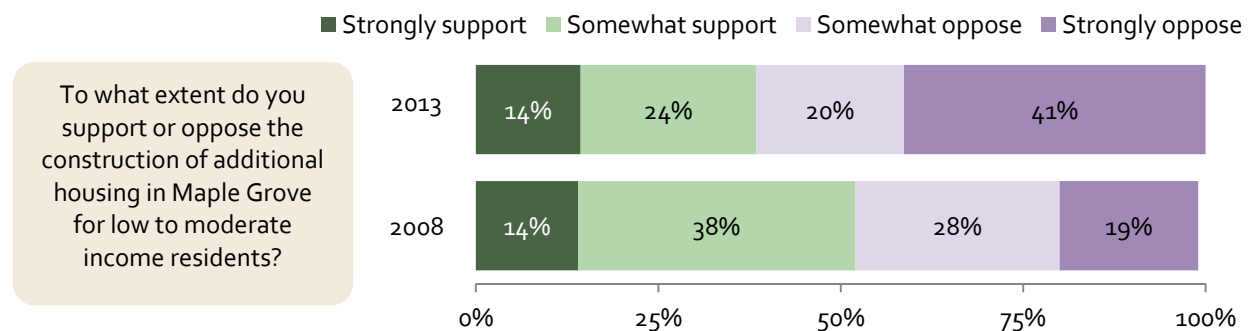
In 2013, residents were asked to give their opinion on a variety of development opportunities in Maple Grove. When asked to weigh in on whether Maple Grove should partner with local youth athletic associations to fund a gymnasium facility for activities such as basketball, wrestling, volleyball and adaptive sports, three-quarters of respondents indicated support for such partnerships; one-third indicated strong support. More than twice as many respondents “strongly” supported a partnership than “strongly” opposed it.

FIGURE 22: LEVEL OF SUPPORT FOR RECREATION PARTNERSHIPS, 2013



Regarding the construction of additional housing in Maple Grove for low to moderate income residents, 14% indicated “strong” support, 24% “somewhat” supported the construction scenario and 6 in 10 residents voiced opposition. About three times as many residents “strongly” opposed this initiative than “strongly” supported it. There was a sharp increase in opposition in 2013 for such development compared to 2008 (41% “strongly” opposed vs. 19% in 2008).

FIGURE 23: LEVEL OF SUPPORT FOR LOW INCOME HOUSING DEVELOPMENT COMPARED OVER TIME



Residents also weighed in on whether Maple Grove should encourage the rate of development to increase, stay the same or decrease for a variety of areas. Six in 10 respondents felt that development of new independent or non-franchise restaurants should increase and half felt that development of new businesses and corporations should increase. About 4 in 10 felt that housing for aging residents should increase (42% for senior housing and 38% for nursing homes). For most other areas, a majority of residents felt that the rate of development should stay the same, similar to results in 2008.

FIGURE 24: DEVELOPMENT OPPORTUNITIES, 2013

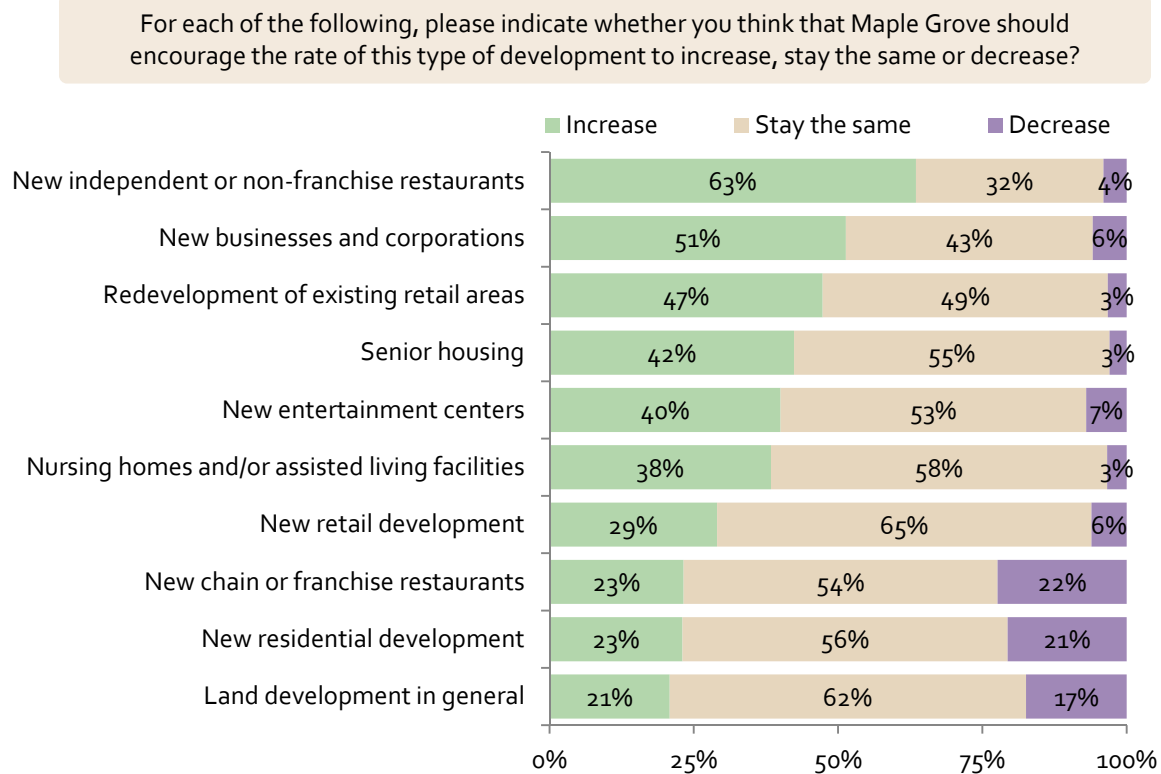


FIGURE 25: DEVELOPMENT OPPORTUNITIES COMPARED OVER TIME

For each of the following, please indicate whether you think that Maple Grove should encourage the rate of this type of development to increase, stay the same or decrease? (Percent "increase")	2013	2008
New independent or non-franchise restaurants	63%	51%
New businesses and corporations, using office and industrial space	51%	48%
Redevelopment of existing retail areas	47%	38%
Senior housing	42%	NA
New entertainment centers	40%	35%
Nursing homes and/or assisted living facilities	38%	NA
New retail development	29%	21%
New chain or franchise restaurants	23%	17%
New residential development	23%	19%
Land development in general	21%	20%

POTENTIAL CHALLENGES

In 2013, survey respondents were given the opportunity to comment on what they saw to be the single biggest challenge currently facing Maple Grove. Respondents' written responses were reviewed and grouped into categories by theme. Of the 309 respondents who had an opinion, 21% cited issues related to taxes, spending and the government, with many wishing to keep property taxes down. Seventeen percent cited traffic and transportation issues (the top issue cited in 2008), often referencing problems with traffic flow throughout the city. Others mentioned issues related to development and attracting new residents and businesses (12%) and improving schools (10%). (For a full index of written responses, see *Appendix C: Verbatim Responses to Open-ended Survey Question.*)

FIGURE 26: SINGLE BIGGEST CHALLENGE, 2013

What is the single biggest challenge facing the City of Maple Grove right now?	Percent of all respondents	Percent of respondents with an opinion
No response/ don't know	37%	–
Taxes, spending and government	13%	21%
Traffic and transportation	11%	17%
Development/attracting new residents and businesses	7%	12%
Improving schools	6%	10%
Managing growth	5%	9%
Neighborhood maintenance	5%	8%
Property values/low income housing	4%	7%
Cost of living/affordable housing	3%	5%
Safety	3%	4%
Positive feedback	1%	1%
Other	4%	6%
Total	100%	100%

APPENDIX A: RESPONDENT CHARACTERISTICS

The following tables summarize the demographic characteristics of Maple Grove survey respondents in 2013.

TABLE 1: RESPONDENT LENGTH OF RESIDENCY

How many years have you lived in Maple Grove?	Percent of respondents
Less than 2 years	14%
2-5 years	16%
6-10 years	18%
11-20 years	24%
More than 20 years	27%
Total	100%

TABLE 2: RESPONDENT HOUSING UNIT TYPE

Which of the following best describes the building you live in?	Percent of respondents
A one family house detached from any other houses	67%
A house attached to one or more houses (such as a duplex or townhome)	16%
A building with two or more apartments or condominiums	17%
Some other type of building	1%
Total	100%

TABLE 3: RESPONDENT HOUSING TENURE

Do you rent or own your home?	Percent of respondents
Rent	13%
Own	87%
Total	100%

TABLE 4: PRESENCE OF CHILDREN IN THE HOUSEHOLD

How many children under 18 live in your household?	Percent of respondents
0	60%
1	15%
2	19%
3	5%
4	0%
5	0%
Total	100%

TABLE 5: PRESENCE OF OLDER ADULTS IN THE HOUSEHOLD

How many members of your household are aged 60 or older?	Percent of respondents
0	75%
1	11%
2	14%
Total	100%

TABLE 6: RESPONDENT HOUSEHOLD INCOME

About how much was your household's total income before taxes in 2012? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$25,000	4%
\$25,000 to less than \$50,000	14%
\$50,000 to less than \$100,000	36%
\$100,000 to less than \$150,000	28%
\$150,000 or more	18%
Total	100%

TABLE 7: RESPONDENT ETHNICITY

Do you consider yourself to be Spanish, Hispanic or Latino?	Percent of respondents
Yes	2%
No	98%
Total	100%

TABLE 8: RESPONDENT RACE

Which one or more of the following would you say is your race?	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	6%
Black or African American	2%
White	91%
Other	2%

Total may exceed 100% as respondents could select more than one answer.

TABLE 9: RESPONDENT AGE

Which of the following best describes your age?	Percent of respondents
18-24 years old	4%
25-34 years old	23%
35-44 years old	19%
45-54 years old	28%
55-64 years old	11%
65-74 years old	11%
75 years or older	5%
Total	100%

TABLE 10: RESPONDENT GENDER

What is your gender?	Percent of respondents
Female	52%
Male	48%
Total	100%

APPENDIX B: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING “DON’T KNOW” RESPONSES

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses.

QUESTION 1

Please rate each of the following aspects of quality of life in Maple Grove.	Very good	Good	Neither good nor bad	Bad	Very bad	Total
As a place to raise children	59%	40%	1%	0%	0%	100%
As a place to work	38%	47%	14%	2%	0%	100%
As a place to retire	29%	48%	18%	4%	2%	100%
Overall quality of life in Maple Grove	45%	51%	4%	0%	0%	100%

QUESTION 2

Please rate each of the following characteristics as they relate to Maple Grove as a whole.	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Cleanliness of Maple Grove	49%	46%	4%	2%	0%	100%
Variety of housing options	32%	54%	12%	2%	0%	100%
Overall quality of business and service establishments in Maple Grove	48%	47%	5%	0%	0%	100%
Openness and acceptance of the community towards people of diverse backgrounds	24%	45%	26%	4%	1%	100%
Recreational opportunities for adults	30%	53%	15%	3%	0%	100%
Recreational opportunities for teens	32%	53%	14%	1%	0%	100%
Recreational opportunities for youth (age 12 and under)	40%	54%	5%	0%	0%	100%
Employment opportunities	13%	45%	35%	7%	0%	100%
Educational opportunities	23%	50%	23%	4%	0%	100%
Ease of car travel in Maple Grove	27%	44%	18%	8%	2%	100%
Ease of bus travel in Maple Grove	26%	40%	21%	11%	1%	100%
Ease of bike travel	37%	48%	12%	3%	1%	100%
Ease of pedestrian travel	28%	48%	19%	5%	1%	100%
Availability of paths and walking trails	51%	40%	7%	1%	0%	100%
Availability of athletic fields	35%	52%	10%	3%	0%	100%
Availability of affordable housing	14%	41%	34%	10%	1%	100%
Availability of quality health care	42%	49%	9%	0%	0%	100%
Preservation of natural areas such as open space and wetlands in Maple Grove	39%	46%	11%	3%	0%	100%
Quality of Maple Grove lakes	24%	46%	22%	7%	0%	100%
Overall image or reputation of Maple Grove	45%	51%	4%	0%	0%	100%

QUESTION 3

Please rate how safe or unsafe you feel in each of the following places in Maple Grove.	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Your neighborhood during the day	82%	16%	1%	0%	0%	100%
Your neighborhood after dark	55%	38%	3%	3%	1%	100%
Downtown shopping areas during the day	81%	18%	1%	0%	0%	100%
Downtown shopping areas after dark	57%	37%	4%	2%	0%	100%
Parks during the day	72%	24%	2%	1%	0%	100%
Parks area after dark	26%	47%	17%	8%	2%	100%
Other shopping areas during the day	69%	28%	3%	0%	1%	100%
Other shopping areas during the night	41%	44%	11%	3%	1%	100%

QUESTION 4

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Maple Grove?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used the public library or its services	25%	21%	27%	14%	13%	100%
Used the Maple Grove Community Center: Adult use	46%	30%	16%	5%	4%	100%
Used the Maple Grove Community Center: Teen use	83%	10%	3%	2%	2%	100%
Used the Maple Grove Community Center: Youth use (age 12 and under)	64%	10%	15%	6%	5%	100%
Visited the Arboretum at County Road 30 and Fernbrook	72%	20%	7%	1%	1%	100%
Participated in a parks and recreation program or activity	54%	22%	16%	5%	3%	100%
Visited a neighborhood park	12%	20%	32%	18%	17%	100%
Visited the Maple Grove Farmers Market	33%	30%	31%	5%	2%	100%
Attended a meeting of local elected officials or other local public meeting	85%	13%	2%	0%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	69%	21%	8%	1%	0%	100%
Read the City of Maple Grove Newsletter	8%	27%	53%	8%	5%	100%
Visited the City of Maple Grove Web site (www.maplegrovern.gov)	27%	30%	34%	7%	2%	100%
Visited the City recycling center at County Road 30 and Fernbrook	42%	32%	19%	5%	2%	100%
Volunteered your time to a group or activity in Maple Grove	71%	12%	9%	2%	4%	100%
Visited the Town Green	51%	28%	19%	2%	0%	100%
Used the Sports Dome at Maple Grove High School	84%	7%	5%	3%	2%	100%

QUESTION 5

Please rate the quality of each of the following services or amenities in Maple Grove.	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Police services	50%	42%	7%	1%	0%	100%
Fire services	53%	41%	5%	0%	0%	100%
Crime prevention	38%	52%	9%	1%	0%	100%
Fire prevention and education	40%	49%	11%	0%	0%	100%
Traffic enforcement	27%	50%	18%	4%	0%	100%
Street repair and maintenance	13%	44%	29%	11%	3%	100%
Street lighting	21%	51%	19%	8%	1%	100%
Snow removal	23%	48%	17%	7%	4%	100%
Sidewalk maintenance	20%	48%	25%	5%	1%	100%
Traffic signal timing	12%	44%	25%	14%	6%	100%
Bus or transit services	28%	47%	18%	7%	1%	100%
Recycling	48%	42%	8%	1%	0%	100%
Drinking water	29%	41%	15%	11%	4%	100%
Sewer services	29%	57%	14%	0%	0%	100%
City parks and trails	52%	43%	5%	0%	0%	100%
Recreation programs or classes	35%	54%	10%	0%	0%	100%
Athletic fields	32%	57%	8%	2%	0%	100%
Maple Grove Community Center, which includes pools, ice arenas, an indoor playground, meeting rooms, a senior center and a teen center	46%	47%	6%	1%	0%	100%
Land use, planning and zoning	19%	48%	25%	7%	1%	100%
Code enforcement, such as weeds, abandoned buildings, etc.	22%	41%	26%	9%	2%	100%
Animal control	22%	50%	22%	4%	1%	100%
Services to seniors	29%	53%	16%	2%	1%	100%
Services to youth	27%	57%	16%	1%	0%	100%
Town Green	38%	52%	10%	0%	0%	100%
Sports Dome at Maple Grove High School	36%	44%	19%	1%	0%	100%
Farmers Market	31%	54%	14%	1%	0%	100%
City Web site	20%	56%	24%	1%	0%	100%
RecycleBank Rewards Program	27%	38%	22%	8%	5%	100%

QUESTION 6

Overall, how would you rate the quality of the services provided by the City of Maple Grove?	Percent of respondents
Very good	33%
Good	59%
Neither good nor bad	7%
Bad	1%
Very bad	1%
Total	100%

QUESTION 7

Please rate the following categories of Maple Grove government performance.	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Value of services for the taxes paid to Maple Grove	11%	48%	30%	9%	2%	100%
Overall direction that Maple Grove is taking	16%	57%	23%	4%	0%	100%
Job Maple Grove government does welcoming citizen involvement	14%	46%	32%	7%	0%	100%
Job Maple Grove government does listening to citizens	13%	40%	37%	9%	1%	100%
Job Maple Grove City Council does representing its citizens	14%	42%	36%	6%	2%	100%
Job Maple Grove City Council does responding to citizen concerns	14%	42%	35%	5%	3%	100%

QUESTION 8

Should Maple Grove conduct a primary election for mayor and council prior to the general election?	Percent of respondents
Yes	17%
No	33%
No preference	50%
Total	100%

QUESTION 9

How likely or unlikely are you to:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Maple Grove to someone?	70%	28%	2%	0%	100%
Remain in Maple Grove for the next five years?	72%	22%	3%	3%	100%

QUESTION 10

When you think about living in Maple Grove, how important, if at all, are each of the following to the quality of life here?	Essential	Very important	Somewhat important	Not important at all	Total
Quality of the neighborhoods	68%	31%	1%	0%	100%
Quality of the housing	57%	39%	3%	0%	100%
Cost of the housing	48%	41%	11%	1%	100%
Quality of the schools	62%	27%	7%	4%	100%
Community amenities	31%	48%	18%	3%	100%
Proximity to your place of work	18%	36%	36%	10%	100%
Safety of the community	74%	24%	2%	0%	100%
Open spaces and parks	40%	43%	16%	1%	100%
Proximity to family or friends	18%	30%	41%	10%	100%
Ease of travel throughout the City	25%	52%	22%	2%	100%

QUESTION 11

Please rate how you think Maple Grove has done planning the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Roads	21%	54%	18%	5%	2%	100%
Park-and-Ride Lots	34%	55%	10%	1%	0%	100%
Trails and sidewalks	43%	47%	8%	2%	1%	100%
Open space	29%	52%	15%	4%	1%	100%
Parks	40%	50%	10%	1%	0%	100%
Parking	20%	47%	27%	5%	0%	100%
Retail and shopping areas	39%	43%	12%	5%	1%	100%
Industrial areas	18%	51%	29%	1%	0%	100%
Residential areas	27%	58%	15%	0%	0%	100%
Recent housing development	19%	44%	27%	8%	2%	100%
Attracting employers to Maple Grove	19%	39%	28%	11%	2%	100%
Community events, such as Maple Grove Days	32%	53%	12%	2%	0%	100%
Overall City planning	20%	57%	20%	2%	0%	100%

QUESTION 12

Does your home have a landline phone?	Percent of respondents
Yes	60%
No	40%
Total	100%

QUESTION 13

How do you connect to the Internet at home? Please check all that apply.	Percent of respondents
No internet access at home	4%
Cable (Comcast/Xfinity)	73%
Satellite (DirectTV, Dish)	4%
DSL (CenturyLink)	21%
Dial-up telephone line	2%
Smart phone/cell phone (Verizon, AT&T, Sprint)	26%

Total may exceed 100% as respondents could select more than one answer.

QUESTION 14

How do you receive television at home? Please check all that apply.	Percent of respondents
Antenna	16%
Cable (Comcast/Xfinity)	65%
Satellite (DirectTV, Dish)	21%
Internet (on the computer, Sling Box, Roku, iPad, etc.)	15%
Not applicable/don't watch television at home	2%

Total may exceed 100% as respondents could select more than one answer.

QUESTION 15

To what extent do you support or oppose the City partnering with local youth athletic associations to fund a gymnasium facility for activities such as basketball, wrestling, volleyball, and adaptive sports?	Percent of respondents
Strongly support	33%
Somewhat support	43%
Somewhat oppose	11%
Strongly oppose	13%
Total	100%

QUESTION 16

To what extent do you support or oppose the construction of additional housing in Maple Grove for low to moderate income residents?	Percent of respondents
Strongly support	14%
Somewhat support	24%
Somewhat oppose	20%
Strongly oppose	41%
Total	100%

QUESTION 17

For each of the following, please indicate whether you think that Maple Grove should encourage the rate of this type of development to increase, stay the same or decrease?	Increase	Stay the same	Decrease	Total
New retail development	29%	65%	6%	100%
Redevelopment of existing retail areas	47%	49%	3%	100%
New residential development	23%	56%	21%	100%
Land development in general	21%	62%	17%	100%
New businesses and corporations, using office and industrial space	51%	43%	6%	100%
New chain or franchise restaurants	23%	54%	22%	100%
New independent or non-franchise restaurants	63%	32%	4%	100%
New entertainment centers	40%	53%	7%	100%
Nursing homes and/or assisted living facilities	38%	58%	3%	100%
Senior housing	42%	55%	3%	100%

QUESTION 18

What is the single biggest challenge facing the City of Maple Grove right now?	Percent of respondents
Taxes, spending and government	21%
Traffic and transportation	17%
Development/attracting new residents and businesses	12%
Improving schools	10%
Managing growth	9%
Neighborhood maintenance	8%
Property values/low income housing	7%
Cost of living/affordable housing	5%
Safety	4%
Positive feedback	1%
Other	6%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

QUESTION 1

Please rate each of the following aspects of quality of life in Maple Grove.	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
As a place to raise children	54%	N=277	37%	N=188	1%	N=4	0%	N=0	0%	N=0	9%	N=46	100%	N=514
As a place to work	28%	N=142	34%	N=175	10%	N=52	1%	N=7	0%	N=1	26%	N=135	100%	N=512
As a place to retire	22%	N=115	37%	N=187	14%	N=70	3%	N=14	1%	N=7	23%	N=119	100%	N=512
Overall quality of life in Maple Grove	45%	N=229	51%	N=261	4%	N=21	0%	N=0	0%	N=0	0%	N=1	100%	N=512

QUESTION 2

Please rate each of the following characteristics as they relate to Maple Grove as a whole.	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
Cleanliness of Maple Grove	48%	N=252	46%	N=239	4%	N=19	2%	N=8	0%	N=0	0%	N=1	100%	N=519
Variety of housing options	31%	N=158	52%	N=266	12%	N=61	2%	N=10	0%	N=0	4%	N=19	100%	N=513
Overall quality of business and service establishments in Maple Grove	48%	N=246	47%	N=241	5%	N=27	0%	N=1	0%	N=0	0%	N=1	100%	N=516
Openness and acceptance of the community towards people of diverse backgrounds	21%	N=107	39%	N=200	23%	N=116	3%	N=16	1%	N=3	14%	N=72	100%	N=515
Recreational opportunities for adults	27%	N=139	48%	N=248	13%	N=68	2%	N=12	0%	N=0	9%	N=47	100%	N=514
Recreational opportunities for teens	23%	N=117	37%	N=192	10%	N=52	1%	N=4	0%	N=0	29%	N=149	100%	N=514
Recreational opportunities for youth (age 12 and under)	31%	N=160	42%	N=216	4%	N=22	0%	N=2	0%	N=1	22%	N=110	100%	N=511
Employment opportunities	9%	N=45	32%	N=162	24%	N=123	5%	N=25	0%	N=1	30%	N=155	100%	N=510
Educational opportunities	20%	N=101	42%	N=217	19%	N=99	3%	N=17	0%	N=0	15%	N=78	100%	N=512
Ease of car travel in Maple Grove	27%	N=137	44%	N=225	18%	N=92	8%	N=43	2%	N=11	1%	N=4	100%	N=511
Ease of bus travel in Maple Grove	16%	N=82	25%	N=129	13%	N=68	7%	N=35	1%	N=4	38%	N=195	100%	N=513
Ease of bike travel	31%	N=161	40%	N=204	10%	N=50	2%	N=11	1%	N=3	16%	N=81	100%	N=511
Ease of pedestrian travel	25%	N=130	44%	N=227	17%	N=89	4%	N=22	1%	N=5	8%	N=42	100%	N=515
Availability of paths and walking trails	49%	N=250	39%	N=199	7%	N=37	1%	N=7	0%	N=1	4%	N=19	100%	N=513
Availability of athletic fields	28%	N=142	42%	N=216	8%	N=42	2%	N=11	0%	N=0	20%	N=102	100%	N=514
Availability of affordable housing	11%	N=56	32%	N=163	27%	N=136	8%	N=41	1%	N=5	21%	N=106	100%	N=507
Availability of quality health care	39%	N=200	46%	N=235	8%	N=41	0%	N=1	0%	N=1	6%	N=31	100%	N=510
Preservation of natural areas such as open space and wetlands in Maple Grove	37%	N=190	43%	N=222	10%	N=52	3%	N=15	0%	N=2	6%	N=31	100%	N=513
Quality of Maple Grove lakes	20%	N=102	38%	N=197	18%	N=94	6%	N=32	0%	N=1	17%	N=87	100%	N=514
Overall image or reputation of Maple Grove	45%	N=232	51%	N=263	4%	N=18	0%	N=0	0%	N=1	0%	N=2	100%	N=516

QUESTION 3

Please rate how safe or unsafe you feel in each of the following places in Maple Grove.	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Your neighborhood during the day	82%	N=428	16%	N=81	1%	N=5	0%	N=2	0%	N=2	0%	N=1	100%	N=520
Your neighborhood after dark	54%	N=281	38%	N=196	3%	N=16	3%	N=18	1%	N=3	1%	N=5	100%	N=519
Downtown shopping areas during the day	80%	N=418	18%	N=92	1%	N=5	0%	N=0	0%	N=2	0%	N=2	100%	N=520
Downtown shopping areas after dark	53%	N=278	35%	N=182	4%	N=20	2%	N=8	0%	N=2	5%	N=28	100%	N=519
Parks during the day	69%	N=356	23%	N=120	2%	N=12	1%	N=3	0%	N=2	5%	N=25	100%	N=519
Parks area after dark	21%	N=107	37%	N=191	14%	N=70	6%	N=33	1%	N=8	21%	N=106	100%	N=515
Other shopping areas during the day	67%	N=347	27%	N=141	3%	N=14	0%	N=1	1%	N=3	3%	N=14	100%	N=520
Other shopping areas during the night	38%	N=199	41%	N=212	10%	N=51	2%	N=13	1%	N=6	7%	N=38	100%	N=518

QUESTION 4

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Maple Grove?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Don't know		Total	
Used the public library or its services	25%	N=130	20%	N=106	27%	N=138	14%	N=71	13%	N=65	1%	N=6	100%	N=517
Used the Maple Grove Community Center: Adult use	45%	N=233	29%	N=151	16%	N=80	5%	N=27	4%	N=18	1%	N=4	100%	N=514
Used the Maple Grove Community Center: Teen use	76%	N=388	9%	N=47	3%	N=14	2%	N=10	1%	N=7	9%	N=44	100%	N=510
Used the Maple Grove Community Center: Youth use (age 12 and under)	60%	N=298	9%	N=47	15%	N=72	5%	N=26	5%	N=25	6%	N=29	100%	N=497
Visited the Arboretum at County Road 30 and Fernbrook	70%	N=358	19%	N=98	6%	N=33	1%	N=6	1%	N=4	2%	N=9	100%	N=509
Participated in a parks and recreation program or activity	53%	N=271	22%	N=111	16%	N=82	5%	N=28	3%	N=13	1%	N=5	100%	N=511
Visited a neighborhood park	12%	N=64	20%	N=104	31%	N=162	18%	N=95	17%	N=88	1%	N=3	100%	N=515
Visited the Maple Grove Farmers Market	33%	N=167	29%	N=150	31%	N=156	5%	N=24	2%	N=8	1%	N=5	100%	N=510
Attended a meeting of local elected officials or other local public meeting	84%	N=430	12%	N=64	2%	N=12	0%	N=2	0%	N=0	1%	N=5	100%	N=512
Watched a meeting of local elected officials or other local public meeting on cable television	69%	N=352	21%	N=107	8%	N=42	1%	N=4	0%	N=2	1%	N=6	100%	N=513
Read the City of Maple Grove Newsletter	8%	N=40	27%	N=136	53%	N=271	8%	N=42	5%	N=24	0%	N=1	100%	N=514
Visited the City of Maple Grove Web site (www.maplegrovern.gov)	27%	N=136	29%	N=150	34%	N=174	7%	N=37	2%	N=11	0%	N=2	100%	N=510
Visited the City recycling center at County Road 30 and Fernbrook	41%	N=213	32%	N=166	19%	N=98	5%	N=25	2%	N=10	1%	N=3	100%	N=515
Volunteered your time to a group or activity in Maple Grove	71%	N=362	12%	N=63	9%	N=48	2%	N=12	4%	N=23	0%	N=2	100%	N=511
Visited the Town Green	50%	N=259	27%	N=141	18%	N=95	2%	N=8	0%	N=2	2%	N=11	100%	N=516
Used the Sports Dome at Maple Grove High School	83%	N=431	7%	N=37	5%	N=25	3%	N=14	2%	N=8	0%	N=2	100%	N=517

QUESTION 5

Please rate the quality of each of the following services or amenities in Maple Grove.	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
Police services	44%	N=229	37%	N=192	6%	N=33	1%	N=4	0%	N=0	11%	N=56	100%	N=515
Fire services	40%	N=204	31%	N=158	4%	N=20	0%	N=0	0%	N=0	26%	N=133	100%	N=516
Crime prevention	31%	N=157	43%	N=216	7%	N=38	1%	N=3	0%	N=0	18%	N=94	100%	N=507
Fire prevention and education	27%	N=137	33%	N=166	7%	N=36	0%	N=1	0%	N=0	33%	N=171	100%	N=511
Traffic enforcement	24%	N=121	44%	N=222	16%	N=80	4%	N=19	0%	N=2	11%	N=56	100%	N=500
Street repair and maintenance	13%	N=65	43%	N=220	28%	N=145	11%	N=57	3%	N=15	2%	N=11	100%	N=513
Street lighting	21%	N=105	51%	N=259	19%	N=96	8%	N=41	1%	N=3	1%	N=6	100%	N=509
Snow removal	23%	N=116	48%	N=246	17%	N=88	7%	N=38	4%	N=22	1%	N=3	100%	N=513
Sidewalk maintenance	18%	N=91	42%	N=216	22%	N=112	5%	N=25	1%	N=6	12%	N=62	100%	N=512
Traffic signal timing	11%	N=58	43%	N=221	24%	N=123	13%	N=68	6%	N=32	1%	N=7	100%	N=510
Bus or transit services	16%	N=80	26%	N=133	10%	N=53	4%	N=19	0%	N=2	44%	N=225	100%	N=511
Recycling	47%	N=238	41%	N=210	8%	N=40	1%	N=5	0%	N=2	3%	N=15	100%	N=510
Drinking water	28%	N=145	41%	N=209	15%	N=76	11%	N=54	4%	N=19	2%	N=9	100%	N=513
Sewer services	26%	N=135	53%	N=270	13%	N=66	0%	N=0	0%	N=0	8%	N=43	100%	N=513
City parks and trails	50%	N=256	41%	N=212	5%	N=25	0%	N=0	0%	N=0	4%	N=22	100%	N=515
Recreation programs or classes	28%	N=143	43%	N=217	8%	N=42	0%	N=2	0%	N=0	21%	N=105	100%	N=510
Athletic fields	25%	N=125	43%	N=221	6%	N=30	2%	N=9	0%	N=0	24%	N=124	100%	N=509
Maple Grove Community Center, which includes pools, ice arenas, an indoor playground, meeting rooms, a senior center and a teen center	39%	N=200	40%	N=203	5%	N=25	1%	N=4	0%	N=0	15%	N=78	100%	N=511
Land use, planning and zoning	14%	N=73	35%	N=178	19%	N=94	5%	N=27	0%	N=2	26%	N=129	100%	N=502
Code enforcement, such as weeds, abandoned buildings, etc.	15%	N=77	28%	N=141	18%	N=90	6%	N=31	2%	N=8	32%	N=163	100%	N=511
Animal control	15%	N=78	34%	N=176	15%	N=78	3%	N=15	0%	N=2	32%	N=166	100%	N=515
Services to seniors	13%	N=66	24%	N=122	7%	N=37	1%	N=5	0%	N=2	55%	N=285	100%	N=516
Services to youth	15%	N=78	33%	N=167	9%	N=47	0%	N=2	0%	N=0	42%	N=216	100%	N=510
Town Green	24%	N=121	32%	N=163	6%	N=32	0%	N=0	0%	N=0	38%	N=196	100%	N=512
Sports Dome at Maple Grove High School	15%	N=76	18%	N=94	8%	N=40	1%	N=3	0%	N=0	58%	N=293	100%	N=507
Farmers Market	24%	N=121	41%	N=209	11%	N=57	1%	N=4	0%	N=0	24%	N=125	100%	N=516
City Web site	16%	N=80	44%	N=226	19%	N=97	0%	N=3	0%	N=0	21%	N=106	100%	N=513
RecycleBank Rewards Program	18%	N=93	26%	N=131	15%	N=76	5%	N=26	3%	N=16	33%	N=170	100%	N=511

QUESTION 6

Overall, how would you rate the quality of the services provided by the City of Maple Grove?	Percent	Number
Very good	33%	N=165
Good	59%	N=298
Neither good nor bad	7%	N=33
Bad	1%	N=4
Very bad	1%	N=3
Don't know	1%	N=4
Total	100%	N=506

QUESTION 7

Please rate the following categories of Maple Grove government performance.	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
Value of services for the taxes paid to Maple Grove	10%	N=50	44%	N=223	27%	N=138	8%	N=41	2%	N=8	9%	N=48	100%	N=507
Overall direction that Maple Grove is taking	15%	N=76	52%	N=266	22%	N=110	3%	N=17	0%	N=1	7%	N=37	100%	N=507
Job Maple Grove government does welcoming citizen involvement	9%	N=45	29%	N=144	20%	N=102	4%	N=22	0%	N=1	38%	N=190	100%	N=504
Job Maple Grove government does listening to citizens	7%	N=36	23%	N=115	21%	N=106	5%	N=27	1%	N=3	43%	N=218	100%	N=504
Job Maple Grove City Council does representing its citizens	8%	N=41	25%	N=126	21%	N=107	3%	N=17	1%	N=7	41%	N=205	100%	N=505
Job Maple Grove City Council does responding to citizen concerns	8%	N=38	22%	N=111	19%	N=93	3%	N=15	2%	N=8	47%	N=239	100%	N=505

QUESTION 8

Should Maple Grove conduct a primary election for mayor and council prior to the general election?	Percent	Number
Yes	15%	N=75
No	29%	N=143
No preference	44%	N=218
Don't know	12%	N=62
Total	100%	N=498

QUESTION 9

How likely or unlikely are you to:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Maple Grove to someone?	70%	N=354	27%	N=140	2%	N=10	0%	N=1	1%	N=4	100%	N=510
Remain in Maple Grove for the next five years?	70%	N=353	22%	N=109	3%	N=15	3%	N=14	3%	N=14	100%	N=505

QUESTION 10

When you think about living in Maple Grove, how important, if at all, are each of the following to the quality of life here?	Essential		Very important		Somewhat important		Not important at all		Don't know		Total	
Quality of the neighborhoods	68%	N=345	31%	N=157	1%	N=7	0%	N=0	0%	N=1	100%	N=510
Quality of the housing	57%	N=291	39%	N=200	3%	N=15	0%	N=1	0%	N=1	100%	N=508
Cost of the housing	47%	N=242	41%	N=209	11%	N=54	1%	N=3	0%	N=2	100%	N=510
Quality of the schools	60%	N=307	26%	N=134	7%	N=33	4%	N=21	3%	N=14	100%	N=508
Community amenities	31%	N=157	47%	N=239	18%	N=91	3%	N=14	2%	N=9	100%	N=509
Proximity to your place of work	17%	N=88	35%	N=176	34%	N=173	10%	N=49	4%	N=19	100%	N=505
Safety of the community	74%	N=374	24%	N=122	2%	N=9	0%	N=0	0%	N=2	100%	N=507
Open spaces and parks	40%	N=204	43%	N=220	16%	N=80	1%	N=3	1%	N=4	100%	N=510
Proximity to family or friends	18%	N=91	29%	N=149	41%	N=206	10%	N=52	2%	N=9	100%	N=507
Ease of travel throughout the City	25%	N=127	51%	N=262	22%	N=111	2%	N=8	0%	N=2	100%	N=510

QUESTION 11

Please rate how you think Maple Grove has done planning the following:	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
Roads	21%	N=104	53%	N=267	17%	N=88	5%	N=25	2%	N=10	3%	N=13	100%	N=507
Park-and-Ride Lots	26%	N=134	42%	N=215	8%	N=41	1%	N=3	0%	N=0	23%	N=115	100%	N=509
Trails and sidewalks	41%	N=208	45%	N=227	8%	N=39	2%	N=10	1%	N=3	4%	N=23	100%	N=509
Open space	27%	N=136	48%	N=244	14%	N=69	3%	N=17	1%	N=3	7%	N=37	100%	N=505
Parks	38%	N=192	47%	N=242	9%	N=47	1%	N=4	0%	N=1	4%	N=23	100%	N=509
Parking	19%	N=99	45%	N=228	25%	N=129	5%	N=25	0%	N=2	5%	N=26	100%	N=509
Retail and shopping areas	39%	N=198	43%	N=218	12%	N=61	5%	N=25	1%	N=3	1%	N=6	100%	N=510
Industrial areas	14%	N=70	40%	N=203	23%	N=116	1%	N=5	0%	N=0	22%	N=112	100%	N=505
Residential areas	26%	N=134	56%	N=287	15%	N=75	0%	N=2	0%	N=0	2%	N=11	100%	N=509
Recent housing development	16%	N=83	37%	N=188	23%	N=116	7%	N=35	1%	N=7	16%	N=81	100%	N=509
Attracting employers to Maple Grove	13%	N=65	27%	N=137	19%	N=96	8%	N=40	2%	N=9	32%	N=161	100%	N=507
Community events, such as Maple Grove Days	29%	N=148	48%	N=244	11%	N=57	2%	N=9	0%	N=0	10%	N=50	100%	N=508
Overall City planning	19%	N=95	53%	N=271	19%	N=97	2%	N=11	0%	N=1	6%	N=32	100%	N=508

QUESTION 12

Does your home have a landline phone?	Percent	Number
Yes	60%	N=307
No	40%	N=208
Total	100%	N=516

QUESTION 13

How do you connect to the Internet at home? Please check all that apply.	Percent	Number
No internet access at home	4%	N=21
Cable (Comcast/Xfinity)	73%	N=378
Satellite (DirectTV, Dish)	4%	N=20
DSL (CenturyLink)	21%	N=110
Dial-up telephone line	2%	N=9
Smart phone/cell phone (Verizon, AT&T, Sprint)	26%	N=137
Don't know	0%	N=2

Total may exceed 100% as respondents could select more than one answer.

QUESTION 14

How do you receive television at home? Please check all that apply.	Percent	Number
Antenna	16%	N=83
Cable (Comcast/Xfinity)	65%	N=339
Satellite (DirectTV, Dish)	21%	N=109
Internet (on the computer, Sling Box, Roku, iPad, etc.)	15%	N=76
Not applicable/don't watch television at home	2%	N=9

Total may exceed 100% as respondents could select more than one answer.

QUESTION 15

To what extent do you support or oppose the City partnering with local youth athletic associations to fund a gymnasium facility for activities such as basketball, wrestling, volleyball, and adaptive sports?	Percent	Number
Strongly support	29%	N=146
Somewhat support	38%	N=193
Somewhat oppose	9%	N=48
Strongly oppose	12%	N=59
Don't know	13%	N=67
Total	100%	N=513

QUESTION 16

To what extent do you support or oppose the construction of additional housing in Maple Grove for low to moderate income residents?	Percent	Number
Strongly support	14%	N=71
Somewhat support	23%	N=119
Somewhat oppose	19%	N=100
Strongly oppose	40%	N=204
Don't know	4%	N=22
Total	100%	N=515

QUESTION 17

For each of the following, please indicate whether you think that Maple Grove should encourage the rate of this type of development to increase, stay the same or decrease?	Increase		Stay the same		Decrease		Don't know		Total	
New retail development	28%	N=144	63%	N=321	6%	N=30	3%	N=17	100%	N=512
Redevelopment of existing retail areas	44%	N=225	46%	N=235	3%	N=16	6%	N=31	100%	N=506
New residential development	22%	N=111	53%	N=271	20%	N=99	5%	N=27	100%	N=508
Land development in general	19%	N=96	57%	N=284	16%	N=80	8%	N=41	100%	N=502
New businesses and corporations, using office and industrial space	48%	N=245	40%	N=204	6%	N=28	6%	N=32	100%	N=509
New chain or franchise restaurants	23%	N=115	53%	N=269	22%	N=111	3%	N=14	100%	N=509
New independent or non-franchise restaurants	62%	N=315	31%	N=161	4%	N=20	3%	N=16	100%	N=512
New entertainment centers	38%	N=193	50%	N=255	7%	N=34	5%	N=26	100%	N=508
Nursing homes and/or assisted living facilities	33%	N=168	50%	N=255	3%	N=15	15%	N=75	100%	N=513
Senior housing	37%	N=186	47%	N=240	3%	N=13	14%	N=70	100%	N=509

QUESTION 18

What is the single biggest challenge facing the City of Maple Grove right now?	Percent	Number
Don't know/ no response	37%	N=194
Taxes, spending and government	13%	N=70
Traffic and transportation	11%	N=55
Development/attracting new residents and businesses	7%	N=38
Neighborhood maintenance	5%	N=26
Improving schools	6%	N=33
Managing growth	5%	N=28
Cost of living/affordable housing	3%	N=16
Property values/low income housing	4%	N=23
Safety	3%	N=14
Positive feedback	1%	N=5
Other	4%	N=18
Total	100%	N=520

QUESTION D1

How many years have you lived in Maple Grove?	Percent of respondents	Number
Less than 2 years	14%	N=72
2-5 years	16%	N=84
6-10 years	18%	N=95
11-20 years	24%	N=126
More than 20 years	27%	N=140
Total	100%	N=517

QUESTION D2

Which of the following best describes the building you live in?	Percent	Number
A one family house detached from any other houses	67%	N=345
A house attached to one or more houses (such as a duplex or townhome)	16%	N=81
A building with two or more apartments or condominiums	17%	N=86
Some other type of building	1%	N=4
Total	100%	N=516

QUESTION D3

Do you rent or own your home?	Percent	Number
Rent	13%	N=67
Own	87%	N=450
Total	100%	N=517

QUESTION D4

How many children under 18 live in your household?	Percent	Number
0	60%	N=301
1	15%	N=77
2	19%	N=96
3	5%	N=27
4	0%	N=2
5	0%	N=1
Total	100%	N=504

QUESTION D5: PRESENCE OF OLDER ADULTS IN THE HOUSEHOLD

How many members of your household are aged 60 or older?	Percent	Number
0	75%	N=380
1	11%	N=55
2	14%	N=71
Total	100%	N=506

QUESTION D6

About how much was your household's total income before taxes in 2012? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=21
\$25,000 to less than \$50,000	14%	N=71
\$50,000 to less than \$100,000	36%	N=177
\$100,000 to less than \$150,000	28%	N=136
\$150,000 or more	18%	N=90
Total	100%	N=495

QUESTION D7

Do you consider yourself to be Spanish, Hispanic or Latino?	Percent	Number
Yes	2%	N=10
No	98%	N=502
Total	100%	N=512

QUESTION D8

Which one or more of the following would you say is your race?	Percent	Number
American Indian or Alaskan Native	1%	N=5
Asian, Asian Indian or Pacific Islander	6%	N=30
Black or African American	2%	N=9
White	91%	N=465
Other	2%	N=12

Total may exceed 100% as respondents could select more than one answer.

QUESTION D9

Which of the following best describes your age?	Percent	Number
18-24 years old	4%	N=19
25-34 years old	23%	N=119
35-44 years old	19%	N=96
45-54 years old	28%	N=142
55-64 years old	11%	N=59
65-74 years old	11%	N=55
75 years or older	5%	N=26
Total	100%	N=516

QUESTION D10

What is your gender?	Percent	Number
Female	52%	N=267
Male	48%	N=248
Total	100%	N=515

APPENDIX C: VERBATIM RESPONSES TO OPEN-ENDED SURVEY QUESTION

Following are verbatim responses to the open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are grouped by category and are in alphabetical order.

QUESTION 19: WHAT IS THE SINGLE BIGGEST CHALLENGE FACING THE CITY OF MAPLE GROVE RIGHT NOW?

TAXES, SPENDING AND GOVERNMENT

- Best utilizations of existing resources with only moderate tax increases
- Bringing in new corporation to help w/ the tax home & help lower property tax.
- Budgeting for the right things-making more rational decisions
- Building a city council that we feel we can trust & to get school board that is truly transparent when it comes to asking for more money.
- City spending stop spending our money! why doesn't all the business development pay dividends financially to fund projects and road maintenance/lights, etc. Enforce curfews vigorously! Enforce speeding and traffic light running!
- Continue to "live within your means"
- Controlling spending i.e. Eliminate unnecessary expenditures and wasteful spending. Also street maintenance
- Controlling the cost of taxes to residents and business and attracting new high income wage businesses.
- Dont raise our taxes!
- Financing.
- Growth lack of senior housing tax rate
- Guessing a realistic budget with falling tax revenue
- High residential taxes!
- High Taxes
- High taxes - will move away after our child graduates from high school.
- High taxes !!!
- High taxes pensions coming due.
- Hold down on property tax, but have sufficient funds for the school dist 279, so they don't need to ask for 'levy's' every voting". They struggle enough, Trying to keep 'costs' down.
- Justifying any tax increases. With the huge population growth, the tax base also has huge growth and should 4 require large tax increases.
- Keep taxes down
- Keep the taxes down pass refunding for schools they need the money
- Keep the water rate as b4 no tearing (the more you use the more you pay this already tears
- Keeping cost of government low do not spend time or money on "politically correct" issues or programs
- Keeping property taxes down/acting like were an association, with no benifits of an association
- Keeping spending in check.
- Keeping taxes from rising! (property)
- Keeping taxes in line
- Keeping the level of all services at least at current levels
- Keeping the taxes down.
- Liberal spending on non essentials.
- Like any city, being fiscally responsible & mindful of taxpayer & costs. The city seems to do well on this front.
- Live with in your means-No new taxes Enhancing property values
- Maintain the quality of life while keeping taxes down.
- Mg housing taxes
- Money
- Never decreases taxes even with major expansions, but talks up minimum increases.
- People not wanting to pay for good parks, roads, services, city gov
- Property taxes are too high.
- Reduce cost improve efficiencies
- Reducing property taxes
- Stop wasting money on sports facility and things that are not the governments responsibility. (flowers, time works or parks)
- Stop your spending!!!
- Taxation vs ability to pay and public demands
- Taxes
- Taxes
- Taxes
- Taxes
- Taxes - loss of retail in existing areas
- Taxes are too high, reduce amounts spent on education (black hole) and increase private education facilities!
- Taxes are very high, becoming difficult to afford living here.

- Taxes lower, prioritized services.
- Taxes too high
- Taxes too high in a challenged economy!
- Taxes too high with not getting to say where tax money should be spent!
- Taxes!
- Taxes;
- The budget. Maple Grove needs to watch its spending.
- The length of this survey & r.e. Tax
- Value of taxes paid to benefits received.

TRAFFIC AND TRANSPORTATION

- 1. Pot holes 2. Congestion area from "applebys to highland bank" weavers lk rd
- 2 lanes on 494
- 494 needs car pool lane
- 610 construction & not enough places of worship
- Access to roads to much congestion
- Access to shopping areas - trouble access w/out of parking lots - funnel.
- Better management with traffic, slow traffic lights, too many speeding cars
- Controlling traffic flow. Limiting further low income housing programs.
- Don't know i would like noise reduction fense put up on west side of 169 starting by 63rd
- Downtown traffic
- Getting around the city. Roads & lights, especially around the arbor lakes mall area are awful
- Going through down M.G.
- Growth & roads & highway system, local traffic - (Elm cross blvd)
- Lack of good connected bike trails
- Lack of sufficient lanes on 494.
- Making the joining of 494,94 and 694 safer
- Parking
- People visiting maple grove & having difficulties with getting around in their cars. I see many people in their cars very confused & end up cutting people off.
- Public transport/light rail to downtown
- Public transportation
- Retail areas are not conducive to walking and/or biking most trails are not plowed in the winter
- Stoplight timing & road conditions
- The city needs public transit during the day. There is only transit to downtown in the morning & from downtown in the afternoon. Nothing during the day, or weekends. The city needs public transit within the city also. Reduce dependance on cars.
- The city needs to be developed so that individual can move through city with ease. It is now very disorganized poorly signed and difficult to move thru
- The stupid roundabouts recently added and be added soon
- To get rid of the roundabouts, they are the most dangerous road way around.
- Too many stop lights, in downtown area
- Too much traffic
- Too much traffic & alot of low/moderate income residents.
- Too much traffic on elm creek & weaver lake road. More lighting on elm area by park & 90th place & before.
- Traffic
- Traffic
- Traffic
- Traffic
- Traffic & mass transit access/schedule
- Traffic & road
- Traffic congestion - getting out of maple grove
- Traffic congestion in and out of maple grove due to the expansion of business and residential growth.
- Traffic control around down town area and weaver lake/elm creek parkway. Too much time at stop lights, maybe another roadway from or over 694 to shopping areas.
- Traffic elm creek blvd & also weaver lake onto 94, & also the up ramp off of 94 onto to weaver lake.
- Traffic flow and traffic enforcement, especially as the city continues to grow.
- Traffic flow not only on 94 but the layout of some of the road within the city and road by s.a. & j c penney & D.Q & wells fargo
- Traffic in general parking availability after whole foods opens up & especially during christmas.
- Traffic in retail areas very poorly planned
- Traffic in shopping areas, declining schools-separate from osseo - too many issues on east side of district. Enforce code laws-my neighbors house is in terrible repair - junk all over and city does nothing
- Traffic into city on weekends traffic lights that dont change when a car comes up to lights (after commute after 11pm before 7am etc)
- Traffic management
- Traffic management
- Traffic on freeways
- Traffic on weaver lake and elm creek blvd.
- Traffic, cars travel at to high a rate of speed for all the businesses we have, too many rear end accidents for the business areas, all the debris on the way to the recycle center is a hazard too, must pack the loads better
- Traffic, high property taxes, run down housing, barking dogs, and noise
- Traffic, low income housing,
- Traffic-bus services-housing for low-income people
- Traffic-Retail development, housing
- Transportation
- Transportation into the cities on the weekend ex. Mall of america, downtown alps & st. Paul.

- Water tastes terrible and is hard (stains) traffic lights need to be timed for hemlock and weaver lake (more popular-so should be green longer then elm creek blvd.)

DEVELOPMENT/ATTRACTING NEW RESIDENTS AND BUSINESSES

- All the empty retail space by the hospital.
- Attracting young professionals, young / new families
- Attracting young residents.
- Balancing rapid housing, development with amenities on par with expectations of long term residents while lowering taxes
- Blandness. Maybe this is what the residents primarily want-or-maybe they attend/go to what is available. I would think it is a challenge move forward now that so much average & poor retail space has been developed.
- Building more retail areas, do not need, areas over by city rd. 30 by hospital have
- Developing new businesses
- Developing the new proposed outdoor park, new proposed senior housing & proposed how to moderate housing
- Empty retail. Arbor lakes looks like a ghost town. I own a small women's boutique which is located in hopkins. I would like to be in maple grove, but "streeter" has retail locked up and too expensive for small business to succeed
- Fill and or replacing business that have left and /or gone out business. Filling empty buildings
- Filling building space that is already built but is empty. Elmcreek blvd or shoppes of arbor lakes or the fountains area need. The body shop - 2nd hallmark store, 2nd cvs, more places to eat breakfast, any or all department stores such as macy's nordstroms, herbergeds or von mour also please consider a mall like ridgedale would be nice too.
- Filling the empty retail spaces-why do the good ones go out of business? also get rid of the people that do not keep their property neat & nice.
- Filling the vacant commercial property (already built structures) completing PUDs before new ones are approved.
- Getting a big dept store like Herbergers. Macys, Von Maur or Nordstorms
- Getting all the new town houses rented or sold.
- Getting businesses into the grove shopping area over on maple grove pkwy, and then perhaps adding more businesses to that area as well.
- Getting businesses located in maple grove to support local non-profit organizations!
- Grow businesses so professional jobs are close to housing. No low income housing!!! Keep this an upper scale area
- I don't know but I want shops you can walk to.
- I would love it if you built a herbergers in maple grove.
- Innovation, entertainment, sports facilities.
- Land development
- Land development
- Looking after youth 12-18 yrs old putting monies into places they can go to get reasonable entertainment
- Maple Grove needs a herbergers or macys/bloomingdales & then it would be a 10+
- Need more business/professional jobs - employment is mostly retail. I would love to work, as well as live, in wonderful mg! also, more adult activities would be great!
- Need more industry in the city.
- Not sure. I would love to see the city have a little more uniqueness & character. Non-chain restaurants, housing developments not all on top of each other.
- Poor facilities for older kids. The outdoor wading pool was built for very young children. Need an outdoor pool for older children and adults. Also need a baseball complex and or basketball
- Probably funding rapid growth: New schools. Variety of children facilities. Expanding all city services to rapid growth.
- Recreational facilities for young and old. There's not much to do but shop or go to movies, especially in winter.
- Streets & roads-development of neighborhoods & retail
- The overall economic health and bringing jobs into the area.
- The single biggest challenge for M.G. Is to complete the 610 corridor to i 94. And develop restaurants around the new hospital. Need more options for dining & entertainment in this area!
- To bring in more "ma pa" stores / resturants people are shying away from corporate USA get-rid of wal-mart
- To increase job opportunities within the city for manufacturing.
- Understanding that maple grove is becoming more diverse pertaining to african Americans and providing more affordable housing. There is a need to recruit more African Americans Teachers and/or support staff.

NEIGHBORHOOD MAINTENANCE

- 1) Parking at the shoppes. 2) Road conditions-not good at pothole repair
- 1) Retaining quality housing in neighborhoods-not 2nd rate builders. 2) Traffic congestion on main roads during peak travel times. 3) Stabilize property taxes!
- 610 completion & other roads
- 96 Pot holes

- Aging housing inventory & decrease of upper middle income households as baby boomers age out of housing market/coupled with influx on new immigrants could drive tax revenues down.
- Beautifying the city & getting rid of the gravel pits before 2030. Also, large class sizes in schools.
- Clean up roads, blvds and streets, some areas look terrible. The schools, they are not what they use to be. Unnecessary buildings 2 good win stores nearby? Do we live downtown? Big lots, walmart, white castle slums of maple grove *need more areas to write to comment & explain answers
- Getting 610 done!
- Housing looking all the same-new street signs no parking signs faded. Ease of commuting, to many stop lights to get thru M.G. Factory to employ people who live here.
- I believe more attention should be on the sidewalks where you come off the street onto the sidewalks. So many places have cement and stones crumbling and its hard to walk especially with or without a walker and you have many older people living in maple some who could fall.
- Keeping the community and residential areas fresh and maintaining standard of living.
- Keeping the quality of housing & neighborhoods good.
- Keeping up with maintenance on existing woods & sidewalks. Developing new sidewalks or paths for pedestrian & bicycles.
- Lack of coherent zoning plans; up dating, and implementing good zoning plans that are agreed upon by the land owners in the neighborhood.
- Maintain quality of infrastructure, housing, retail as city matures to prevent decay similar to around brookdale
- Maintaining a quality infrastructure without sacrificing other projects/offerrings
- Maintaining current infrastructure. The situation has declined in the last 5 years. Little to no preventative maintenance
- Maintaining quality of roads. Parks, schools and infrastructure without taxing home owners any more. Our schools need more but not on the backs of homeowners.
- Maintaining what we have - don't want to even slightly become like brooklyn park/center
- Maybe a bit more lights in parks with clark
- Money to finish hi # 610
- Patch up holes on roads
- Preventing neighborhood deterioration.
- Road maintenance
- Snow removal
- Street maintenance-snow never removed nor salted in some developments (for sure mine, it's terrible)
- Street repair

IMPROVING SCHOOLS

- 1) Ensure our schools are financially efficient, and graduating 100% of our students who are moving on to higher ed. And preparing them for the world. No more no child left behind
- Big challenges in MG school district-schools are so important in a community. School leadership is lacking.
- Declining reputation & results of district 279 schools
- Education budget cuts
- Education of our youth.
- Educations
- I think the challenge for maple grove is to provide a better schooling system I mean people like to stay nearby maple grove but in maple grove because of school district
- I'm disappointed in the citizens that voted against school/education references. Our children are our future and they voted against our future!
- Improving the school district to match the quality of the town. ISD 279 is a very mixed district. While diversity is wonderful, ISD 279 wins get overlooked by the challenges. Shout the wins!
- Keeping schools highly rated!
- Maintain & encourage choices in public education
- Maintaining superior schools in maple grove - frustrating that tax/capital levies i support benefit schools & other side of #279.
- Open enrollment to our schools & school budget! We need great schools.
- Retaining our youth in public schools. Keeping funding for programs that are relavent for our kids futures.
- School - jr high is a mess. We send our kids to private school since jr high is so bad! also stop the low end-income stores.
- School district - everything else is really wonderful but the schools district will keep maple grove from expanding
- School funding
- Schools - we wish that maple grove would be independent of osseo.
- Strong athletic & academic programs
- Sustaining the educational needs & developement of the school systems. Ex: sports facilities movie theaters, extra circular activities
- The current growing system in isd 279 is not good and i believe it will have a nigative impact on the education of our children.
- The quality of the public school system is not as good as you think it is. Increasing numbers of families are seeking different options.
- The school district-keeping residents in mg due to school district issues
- The schools-please split maple grove from osseo/brooklyn park!

- The state of funding for the isd 279 school district, I would like the city to be an active promoter and supporter of the school levies.
- Under funding and overcrowding in our schools maple grove should have their own district break away from osseo schools. The towngreen needs more green-trees and landscaping.

MANAGING GROWTH

- Building to much to fast, to much over development
- Constant growth & diversity keeping up with the overall demands & keeping the city safe & easy to navigate
- Did not like the white castle, big lots
- Expanding to fast and over developing. I want my home's value to stay up.
- Getting to overcrowded with retail not enough affordable housing
- Growth
- Growth!
- Having measured, reasonable growth without ruining the quality of life. Thoughtful development.
- High growth & building
- Increases in population, many of which are not able to contribute on financial to our common community through taxes.
- Managing growth
- Managing growth & property values
- Managing the growth
- Not to expand anymore / stay big but small
- One of the attractions for us moving here 14 yrs ago was the small town feel so close to mpls. As we continue to develop every bit of space. It's losing that small town feel along with increased crime, more traffic.
- Over development of retail and new residential
- Overcrowding & issues that will bring (see attached paper).
- Population
- The growing populations of the city
- To keep development from over taking all open and green spaces
- Too fast expansion
- Too many new homes with ever increasing traffic
- Too much development- too much traffic to get anywhere - more open spaces- walk - bike dog parks
- With all the new residential developments it is going to put a huge strain on our schools and their capacity. Too much residential growth to fast

COST OF LIVING/AFFORDABLE HOUSING

- Affordable housing
- Affordable housing
- Affordable housing - industrial expansion
- Affordable housing for moderate to lower income people while keeping the area safe & pleasant.

- Affordable housing-rent & ownership
- Baby boomers we read more senior housing on all levels and churches
- Cost of housing & rental
- Cost of living - affordable housing
- For me - Affordable senior housing which allows pets and has balconies, decks or other personal areas outdoors. We don't want to be indoors all the time! A pool and workout areas important too.
- Housing are expensive.
- Keep housing affordable for seniors 1. Replace ash trees so we don't lose our trees 2) Traffic in arber lake area.3) Senior house so senior that are here can stay 4) Don't over build on homes
- Maple Grove has gotten to be very expensive to live bus-prices on homes etc. Are very high. Love the area - more affordable smaller size homes would be great
- More affordable single family homes.
- More senior housing, traffic control/roads more industry
- Need more single level town homes, especially for seniors
- One level town home housing for people and filling empty business spaces
- Providing more one level homes (ramblers) detached from any other houses for the elderly.
- Staying affordable
- The ability for low to moderate income families to purchase a single family house.
- The cable company is far too expensive & there is no competition example: mcdonalds. Why are so many mexicans working at fast food chains? Are they illegal immigrants?
- Transition or long term residents. Keeping retiring residents in maple grove, sr housing assisted nursing homes
- Very limited rental/apartments

PROPERTY VALUES/LOW INCOME HOUSING

- Adding too much low income housing which depresses property values throughout the community.
- Allowing the residential areas to feel sub-par! No low-income communities! Resist federal funding. Also, consider becoming independent from district 279. Start own.
- House values, building to many townhomes lowers the value of rest
- Housing values
- I don't want low income housing developed it seems like trouble. . . I think people should get citations if they don't keep their homes/yard looking good.
- I see the residential areas (multi-dwelling) becoming rental properties which brings value down.
- I'm guessing low income housing.

- Keeping mkt value of residential homes as high as possible.
- Keeping values of house competitive & reduce the decline in overall value.
- Low income housing
- Low income housing
- Low income housing do not make the mistake other cities are making Eduprainer did this and its costing them big time.
- Maintaining home values
- To stay small enough we have every thing here already. To keep the low income housing out & keep us from becoming orhaving the reputation of brooklyn park.
- Too much low income/rent assisted housing!
- Way oversupply of low income housing

SAFETY

- Keep residents safe an infrastructures current
- Keeping crime down being so closely located to areas w/high crime (brooklyn park, brooklyn center)
- Keeping maple grove a safe community with all the bus lines that now run into our city, aka outside problems.
- Keeping our city safe and clean.
- Keeping schools and the community safe
- Keeping the city safe. Police presence. Too many geese making a mess control expenses.
- Keeping the community safe to live, play & work in
- Maintaining the family environment and keeping the area consistently safe with so much activity coming into mg a clean & safe community w/out the taxes getting higher
- My biggest concern safety - like to use the trails to bike for example rice lake trail. But i won't use it early in the a.m. Or dusk due to safety issues! That seems crazy to me in such a nice community we have.
- No safe walking routes from southeast mg (by perkins & mgjh) to arbor lakes & the fountains. Beyond to main street. 2. People have died & our children should be able to use our city.
- Public safety
- Safe living conditions for all better system for storm warning.
- Safety & security. We've seen people (teen years) using marijuana in our neighbourhood. There has been mail tampering & stealing also. We need more safety & security measures in place for the city & residents.

- The crime that could increase with the population increasing
- Very disappointed in new businesses to the area- Big lots, white castle, Aldi. As a resident of that area it has brought my feeling of safety down considerably. Not the rente i want drawn to this area!

POSITIVE FEEDBACK

- I have lived here for 9 yrs, my daughter & son in law about 23 yrs. You have good schools- need more parks with trees. Better water.
- I'm 25, I like what we've got to offer & the people that come along with it, so. I'm happy
- Keeping everybody happy!?
- Keeping up the good work!!
- Real estate market my wife and i love maple grove.
- We love maple grove- for the past 29 years a larger post office w/ more parking would be nice. But there aren't many challenges to living in this amazing city.

OTHER

- Accepting minorities & cultural food.
- Barking dogs and irresponsible dog owners
- Be aware of diversity. Most of the minority highly education and loved this community.
- Dealing with the crazy weather conditions
- Feelings that M.G. Is far out from main city. Those not used to suburban experience will not like coming from mpls, inner ring.
- Getting rid of these questionairs! you have wasted my time. Who are our taxes paying to dream all this up?
- Improve quality of the water- I get scum on the surface of my coffee.
- Increasing age of older citizens people
- Keep the riff-raff out!!
- Need to get arbor lakes senior living to have a generator for power outage for seniors on oxygen dependent on electricity.
- Quality of drinking water, i have tried all filters etc now i have to buy bottled water its that bad
- Resident loyalty Residential and support housing
- Understanding all it's residents
- Unengaged citizens
- Water quality
- We are not involved in any decisions
- We aren't aware.

APPENDIX D: RESPONSES TO SELECTED SURVEY QUESTIONS BY RESPONDENT CHARACTERISTICS

The tables on the following pages show responses to select questions compared by respondent characteristics. Shading indicates statistically significant differences in responses between groups of respondents ($p \leq .05$).

QUALITY OF LIFE RATINGS COMPARED BY RESPONDENT DEMOGRAPHICS

Please rate the following aspects of life in Maple Grove. (Percent "very good" or "good")	Housing unit type		Household Income			Overall
	Detached	Attached	Less than \$50,000	\$50,000 to less than \$100,000	\$100,000 or more	
As a place to raise children	99%	99%	99%	99%	100%	99%
As a place to work	82%	89%	85%	82%	84%	84%
As a place to retire	74%	83%	81%	75%	77%	77%
Overall quality of life in Maple Grove	96%	96%	95%	95%	98%	96%

SELECT COMMUNITY CHARACTERISTICS COMPARED BY RESPONDENT DEMOGRAPHICS

Please rate each of the following characteristics as they relate to Maple Grove as a whole. (Percent "very good" or "good")	Housing unit type		Household Income			Overall
	Detached	Attached	Less than \$50,000	\$50,000 to less than \$100,000	\$100,000 or more	
Variety of housing options	88%	81%	83%	84%	89%	86%
Overall quality of business and service establishments in Maple Grove	95%	94%	95%	97%	92%	95%
Employment opportunities	56%	64%	71%	56%	57%	58%
Ease of car travel in Maple Grove	67%	79%	81%	65%	71%	71%
Availability of affordable housing	58%	47%	57%	41%	63%	55%
Overall image or reputation of Maple Grove	96%	96%	97%	94%	97%	96%

SAFETY RATINGS COMPARED BY RESPONDENT DEMOGRAPHICS

Please rate how safe or unsafe you feel in each of the following places in Maple Grove. (Percent "very safe" or "somewhat safe")	Housing unit type		Household Income			Overall
	Detached	Attached	Less than \$50,000	\$50,000 to less than \$100,000	\$100,000 or more	
Your neighborhood during the day	98%	98%	99%	98%	98%	98%
Your neighborhood after dark	93%	91%	91%	93%	94%	93%
Downtown shopping areas during the day	98%	99%	99%	97%	100%	99%
Downtown shopping areas after dark	94%	93%	93%	93%	95%	94%
Parks during the day	97%	95%	96%	94%	98%	96%
Parks area after dark	74%	71%	69%	76%	72%	73%
Other shopping areas during the day	97%	94%	97%	94%	99%	96%
Other shopping areas during the night	86%	83%	80%	87%	87%	85%

GOVERNMENT PERFORMANCE RATINGS COMPARED BY RESPONDENT DEMOGRAPHICS

Please rate the following categories of Maple Grove government performance. (Percent "very good" or "good")	Housing unit type		Household Income			Overall
	Detached	Attached	Less than \$50,000	\$50,000 to less than \$100,000	\$100,000 or more	
Value of services for the taxes paid to Maple Grove	56%	67%	67%	60%	60%	59%
Overall direction that Maple Grove is taking	69%	81%	83%	68%	73%	73%
Job Maple Grove government does welcoming citizen involvement	57%	67%	69%	63%	55%	60%
Job Maple Grove government does listening to citizens	49%	60%	65%	49%	54%	53%
Job Maple Grove City Council does representing its citizens	52%	64%	73%	56%	53%	56%
Job Maple Grove City Council does responding to citizen concerns	53%	62%	74%	51%	56%	56%

IMPORTANCE RATINGS COMPARED BY RESPONDENT DEMOGRAPHICS

When you think about living in Maple Grove, how important, if at all, are each of the following to the quality of life here? (Percent "essential" or "very important")	Housing unit type		Income			Overall
	Detached	Attached	Less than \$50,000	\$50,000 to less than \$100,000	\$100,000 or more	
Quality of the neighborhoods	99%	98%	100%	97%	100%	99%
Quality of the housing	97%	97%	97%	98%	97%	97%
Cost of the housing	86%	95%	95%	91%	84%	89%
Quality of the schools	90%	87%	84%	83%	96%	89%
Community amenities	78%	80%	80%	74%	84%	79%
Proximity to your place of work	50%	65%	75%	50%	52%	54%
Safety of the community	98%	99%	99%	99%	98%	98%
Open spaces and parks	83%	86%	86%	81%	87%	84%
Proximity to family or friends	43%	59%	63%	48%	44%	48%
Ease of travel throughout the City	76%	77%	81%	79%	73%	77%

OVERALL CITY PLANNING COMPARED BY RESPONDENT DEMOGRAPHICS

Please rate how you think Maple Grove has done planning the following: (Percent "very good" or "good")	Housing unit type		Household Income			Overall
	Detached	Attached	Less than \$50,000	\$50,000 to less than \$100,000	\$100,000 or more	
Overall City planning	78%	76%	82%	70%	81%	77%

APPENDIX E: LIST OF CITIES IN THE BENCHMARK COMPARISON

When possible, comparisons of results were made to other jurisdictions in NRC's nationwide benchmark database. The jurisdictions included in these comparisons are listed in the tables on the following pages.

Adams County, CO	441,603	Brownsburg, IN.....	21,285	Davenport, IA	99,685
Airway Heights, WA.....	6,114	Bryan, TX.....	76,201	Davidson, NC.....	10,944
Albany, GA	77,434	Burleson, TX	36,690	De Pere, WI.....	23,800
Albany, OR	50,158	Cabarrus County, NC	178,011	Decatur, GA	19,335
Albemarle County, VA	98,970	Cambridge, MA	105,162	Delray Beach, FL.....	60,522
Albert Lea, MN	18,016	Cape Coral, FL	154,305	Denton, TX	113,383
Altoona, IA.....	14,541	Cape Girardeau, MO	37,941	Denver, CO	600,158
Ames, IA	58,965	Cartersville, GA.....	19,731	Des Moines, IA.....	203,433
Andover, MA	8,762	Carver County, MN	91,042	Destin, FL	12,305
Ankeny, IA	45,582	Cary, NC	135,234	Dewey-Humboldt, AZ.....	3,894
Ann Arbor, MI	113,934	Casa Grande, AZ.....	48,571	Dorchester County, MD	32,618
Annapolis, MD	38,394	Casper, WY	55,316	Dothan, AL	65,496
Apple Valley, CA	69,135	Castle Pines, CO	10,360	Douglas County, CO	285,465
Arapahoe County, CO	572,003	Castle Rock, CO	48,231	Dover, DE	36,047
Arlington County, VA.....	207,627	Cedar Falls, IA	39,260	Dover, NH	29,987
Arlington, TX	365,438	Cedar Rapids, IA	126,326	Dublin, OH.....	41,751
Arvada, CO	106,433	Centennial, CO	100,377	Duluth, MN	86,265
Asheville, NC	83,393	Centralia, IL	13,032	Duncanville, TX.....	38,524
Ashland, OR	20,078	Chambersburg, PA.....	20,268	East Grand Forks, MN	8,601
Ashland, VA.....	7,225	Chandler, AZ.....	236,123	East Lansing, MI	48,579
Aspen, CO.....	6,658	Chanhassen, MN.....	22,952	East Providence, RI.....	47,037
Auburn, AL	53,380	Chapel Hill, NC.....	57,233	Eau Claire, WI	65,883
Auburn, KS	6,844	Charlotte County, FL.....	159,978	Eden Prairie, MN.....	60,797
Auburn, WA	70,180	Charlotte, NC.....	731,424	Edina, MN.....	47,941
Aurora, CO.....	325,078	Charlottesville, VA	43,475	Edmond, OK	81,405
Austin, TX.....	790,390	Chesapeake, VA.....	222,209	Edmonds, WA.....	39,709
Baltimore County, MD	805,029	Chesterfield County, VA	316,236	El Cerrito, CA	23,549
Baltimore, MD	620,961	Chippewa Falls, WI.....	13,661	El Paso, TX.....	649,121
Barnstable, MA	45,193	Citrus Heights, CA.....	83,301	Elk Grove, CA.....	153,015
Battle Creek, MI.....	52,347	Clayton, MO	15,939	Elk River, MN	22,974
Baytown, TX	71,802	Clearwater, FL	107,685	Elmhurst, IL	44,121
Bedford, MA	13,320	Clive, IA	15,447	Encinitas, CA.....	59,518
Bellevue, WA	122,363	College Station, TX.....	93,857	Englewood, CO.....	30,255
Beltrami County, MN	44,442	Colleyville, TX.....	22,807	Erie, CO	18,135
Benbrook, TX.....	21,234	Collinsville, IL	25,579	Escambia County, FL	297,619
Benicia, CA	26,997	Columbia, MO	108,500	Escanaba, MI	12,616
Bettendorf, IA.....	33,217	Columbus, WI	4,991	Estes Park, CO	5,858
Billings, MT.....	104,170	Commerce City, CO	45,913	Farmington Hills, MI	79,740
Blaine, MN.....	57,186	Concord, CA	122,067	Federal Way, WA	89,306
Bloomfield Hills, MI.....	3,869	Concord, MA.....	17,668	Fishers, IN.....	76,794
Bloomington, IL.....	76,610	Conyers, GA.....	15,195	Flagstaff, AZ	65,870
Bloomington, MN	82,893	Cookeville, TN	30,435	Florence, AZ	25,536
Blue Ash, OH	12,114	Coon Rapids, MN	61,476	Flower Mound, TX	64,669
Blue Springs, MO.....	52,575	Cooper City, FL	28,547	Flushing, MI	8,389
Boise, ID	205,671	Coronado, CA	18,912	Forest Grove, OR	21,083
Boonville, MO	8,319	Corpus Christi, TX	305,215	Fort Collins, CO.....	143,986
Botetourt County, VA	33,148	Corvallis, OR	54,462	Fort Smith, AR	86,209
Boulder County, CO	294,567	Coventry, CT.....	2,990	Fort Worth, TX.....	741,206
Boulder, CO	97,385	Cranberry Township, PA	28,098	Fountain Hills, AZ	22,489
Bowling Green, KY.....	58,067	Crested Butte, CO.....	1,487	Fredericksburg, VA	24,286
Branson, MO.....	10,520	Cross Roads, TX	1,563	Freeport, IL	25,638
Brea, CA	39,282	Crystal Lake, IL	40,743	Freeport, ME.....	1,485
Brevard County, FL	543,376	Cupertino, CA	58,302	Fremont, CA	214,089
Bristol, TN	26,702	Dade City, FL	6,437	Fruita, CO	12,646
Broken Arrow, OK.....	98,850	Dakota County, MN	398,552	Gainesville, FL.....	124,354
Brookline, NH	4,991	Dallas, TX.....	1,197,816	Gaithersburg, MD	59,933
Broomfield, CO.....	55,889	Dania Beach, FL.....	29,639	Garden City, KS	26,658

Gardner, KS	19,123	Larimer County, CO	299,630	Newport News, VA	180,719
Geneva, NY	13,261	Las Cruces, NM	97,618	Newport, RI	24,672
Georgetown, CO	1,034	Lawrence, KS	87,643	Noblesville, IN	51,969
Georgetown, TX	47,400	League City, TX	83,560	Nogales, AZ	20,837
Germantown, TN	38,844	Lebanon, NH	13,151	Norfolk, VA	242,803
Gig Harbor, WA	7,126	Lee County, FL	618,754	Norman, OK	110,925
Gillette, WY	29,087	Lee's Summit, MO	91,364	North Las Vegas, NV	216,961
Goodyear, AZ	65,275	Lewiston, ME	36,592	North Palm Beach, FL	12,015
Grafton, WI	11,459	Lexington, VA	7,042	Northglenn, CO	35,789
Grand Island, NE	48,520	Lincoln, NE	258,379	Novato, CA	51,904
Greeley, CO	92,889	Littleton, CO	41,737	Novi, MI	55,224
Green Valley, AZ	21,391	Livermore, CA	80,968	O'Fallon, IL	28,281
Greer, SC	25,515	Lone Tree, CO	10,218	Oak Park, IL	51,878
Gulf Shores, AL	9,741	Longmont, CO	86,270	Oakland Park, FL	41,363
Gunnison County, CO	15,324	Los Alamos County, NM	17,950	Oakland Township, MI	16,779
Hailey, ID	7,960	Louisville, CO	18,376	Ocala, FL	56,315
Halton Hills, Canada	10,255	Lower Providence		Ogdensburg, NY	11,128
Hamilton, OH	62,477	Township, PA	25,436	Oklahoma City, OK	579,999
Hampton, VA	137,436	Lynchburg, VA	75,568	Olathe, KS	125,872
Hanover County, VA	99,863	Lynnwood, WA	35,836	Olmsted County, MN	144,248
Harrisonville, MO	10,019	Lyons, IL	10,729	Orland Park, IL	56,767
Hartford, CT	124,775	Madison, WI	233,209	Oshkosh, WI	66,083
Henderson, NV	257,729	Mankato, MN	39,309	Otsego County, MI	24,164
Hermiston, OR	16,745	Maple Valley, WA	22,684	Oviedo, FL	33,342
Herndon, VA	23,292	Maricopa County, AZ	3,817,117	Paducah, KY	25,024
High Point, NC	104,371	Marin County, CA	252,409	Palm Beach County, FL	1,320,134
High Point, NC	104,371	Marion, IA	33,309	Palm Coast, FL	75,180
Highland Park, IL	29,763	Maryland Heights, MO	27,472	Palm Springs, CA	44,552
Highlands Ranch, CO	96,713	Mayer, MN	1,749	Palo Alto, CA	64,403
Hillsborough, NC	6,087	McAllen, TX	129,877	Panama City, FL	36,484
Holden, MA	17,346	McDonough, GA	22,084	Papillion, NE	18,894
Holland, MI	33,051	McKinney, TX	131,117	Park City, UT	7,558
Honolulu, HI	953,207	McMinnville, OR	32,187	Park Ridge, IL	37,480
Hoquiam, WA	8,726	Mecklenburg County, NC	919,628	Parker, CO	45,297
Houston, TX	2,099,451	Medford, OR	74,907	Maple Grove, CO	45,297
Howell, MI	9,489	Menlo Park, CA	32,026	Pasadena, CA	137,122
Hudson, CO	2,356	Meridian Charter		Pasco County, FL	464,697
Hudson, OH	22,262	Township, MI	39,688	Pasco, WA	59,781
Hudsonville, MI	7,116	Meridian, ID	75,092	Peachtree City, GA	34,364
Huntersville, NC	46,773	Merriam, KS	11,003	Peoria County, IL	186,494
Hurst, TX	37,337	Merrill, WI	9,661	Peoria, AZ	154,065
Hutchinson, MN	14,178	Mesa, AZ	439,041	Peters Township, PA	21,213
Hutto, TX	14,698	Miami Beach, FL	87,779	Petoskey, MI	5,670
Indian Trail, NC	33,518	Midland, MI	41,863	Phoenix, AZ	1,445,632
Indianola, IA	14,782	Milford, DE	9,559	Pinal County, AZ	375,770
Jackson County, MI	160,248	Minneapolis, MN	382,578	Pinehurst, NC	13,124
Jefferson City, MO	43,079	Mission Viejo, CA	93,305	Piqua, OH	20,522
Jefferson County, CO	534,543	Missoula, MT	66,788	Plano, TX	259,841
Jerome, ID	10,890	Monterey, CA	27,810	Platte City, MO	4,691
Johnson City, TN	63,152	Montgomery County, MD	971,777	Plymouth, MN	70,576
Johnson County, KS	544,179	Montgomery County, VA	94,392	Pocatello, ID	54,255
Jupiter, FL	55,156	Montpelier, VT	7,855	Polk County, FL	602,095
Kalamazoo, MI	74,262	Montrose, CO	19,132	Port Huron, MI	30,184
Kenmore, WA	20,460	Mooresville, NC	32,711	Port Orange, FL	56,048
Kennett Square, PA	6,072	Morristown, TN	29,137	Port St. Lucie, FL	164,603
Kirkland, WA	48,787	Moscow, ID	23,800	Portland, OR	583,776
Kutztown Borough, PA	5,012	Mountlake Terrace, WA	19,909	Post Falls, ID	27,574
La Plata, MD	8,753	Munster, IN	23,603	Prince William County, VA	402,002
La Porte, TX	33,800	Muscataine, IA	22,886	Provo, UT	112,488
La Vista, NE	15,758	Naperville, IL	141,853	Pueblo, CO	106,595
Lafayette, CO	24,453	Needham, MA	28,886	Purcellville, VA	7,727
Laguna Beach, CA	22,723	New Braunfels, TX	57,740	Queen Creek, AZ	26,361
Laguna Hills, CA	30,344	New Brighton, MN	21,456	Radford, VA	16,408
Lake Oswego, OR	36,619	New Orleans, LA	343,829	Radnor Township, PA	31,531
Lakeville, MN	55,954	New York City, NY	8,175,133	Rapid City, SD	67,956
Lane County, OR	351,715	Newport Beach, CA	85,186	Raymore, MO	19,206

Redmond, WA	54,144	Scott County, MN	129,928	Twin Falls, ID	44,125
Rehoboth Beach, DE	1,327	Scottsdale, AZ	217,385	Tyler, TX	96,900
Renton, WA	90,927	Seaside, CA	33,025	Umatilla, OR	6,906
Reston, VA	58,404	SeaTac, WA	26,909	Upper Arlington, OH	33,771
Richmond Heights, MO	8,603	Sevierville, TN	14,807	Urbandale, IA	39,463
Richmond, CA	103,701	Shawnee, KS	62,209	Vail, CO	5,305
Rifle, CO	9,172	Sherman, IL	4,148	Vancouver, WA	161,791
Rio Rancho, NM	87,521	Shorewood, MN	7,307	Vestavia Hills, AL	34,033
River Falls, WI	18,644	Sioux Falls, SD	153,888	Virginia Beach, VA	437,994
Riverdale, UT	8,426	Skokie, IL	64,784	Visalia, CA	124,442
Riverside, IL	8,875	Smyrna, GA	51,271	Wahpeton, ND	7,766
Riverside, MO	2,937	Snellville, GA	18,242	Wake Forest, NC	30,117
Rochester, MI	12,711	South Lake Tahoe, CA	21,403	Walnut Creek, CA	64,173
Rock Hill, SC	66,154	South Portland, ME	25,002	Washington County, MN	238,136
Rockford Park District, IL	152,871	Southborough, MA	9,767	Washoe County, NV	421,407
Rockville, MD	61,209	Southlake, TX	26,575	Watauga, TX	23,497
Roeland Park, KS	6,731	Sparks, NV	90,264	Wauwatosa, WI	46,396
Rolla, MO	19,559	Spokane Valley, WA	89,755	Weddington, NC	9,459
Roswell, GA	88,346	Springboro, OH	17,409	Wentzville, MO	29,070
Round Rock, TX	99,887	Springfield, OR	59,403	West Chester, PA	18,461
Rowlett, TX	56,199	Springville, UT	29,466	West Des Moines, IA	56,609
Royal Oak, MI	57,236	St. Cloud, MN	65,842	West Richland, WA	11,811
Saco, ME	18,482	St. Louis County, MN	200,226	Westerville, OH	36,120
Sahuarita, AZ	25,259	St. Louis Park, MN	45,250	Westlake, TX	992
Salida, CO	5,236	Stallings, NC	13,831	Westminster, CO	106,114
Salt Lake City, UT	186,440	State College, PA	42,034	Wheat Ridge, CO	30,166
Sammamish, WA	45,780	Sterling Heights, MI	129,699	White House, TN	10,255
San Antonio, TX	1,327,407	Sugar Land, TX	78,817	Whitewater Township, MI	2,597
San Carlos, CA	28,406	Summit, NJ	21,457	Wichita, KS	382,368
San Diego, CA	1,307,402	Sunnyvale, CA	140,081	Williamsburg, VA	14,068
San Jose, CA	945,942	Surprise, AZ	117,517	Wilmington, IL	5,724
San Juan County, NM	130,044	Suwanee, GA	15,355	Wilmington, NC	106,476
San Marcos, TX	44,894	Tacoma Public Works, WA	198,397	Wilsonville, OR	19,509
San Rafael, CA	57,713	Tacoma, WA	198,397	Wind Point, WI	1,723
Sandy Springs, GA	93,853	Takoma Park, MD	16,715	Windsor, CO	18,644
Sandy, UT	87,461	Temecula, CA	100,097	Windsor, CT	29,044
Sanford, FL	53,570	Tempe, AZ	161,719	Winston-Salem, NC	229,617
Santa Clarita, CA	176,320	Temple, TX	66,102	Winter Garden, FL	34,568
Santa Monica, CA	89,736	The Woodlands, TX	93,847	Woodland, WA	5,509
Sarasota County, FL	379,448	Thornton, CO	118,772	Wrentham, MA	10,955
Sarasota, FL	51,917	Thousand Oaks, CA	126,683	Yakima, WA	91,067
Savage, MN	26,911	Tomball, TX	10,753	York County, VA	65,464
Savannah, GA	136,286	Tualatin, OR	26,054	Yuma, AZ	93,064
Scarborough, ME	4,403	Tulsa, OK	391,906		

APPENDIX F: SURVEY METHODOLOGY

DEVELOPING THE QUESTIONNAIRE

The City of Maple Grove Citizen Survey was first administered in 2001. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of city amenities, their opinion on policy issues facing the city and their assessment of city service delivery. The 2013 survey instrument was developed by starting with the version from the previous implementation in 2008. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2013 questionnaire. In an iterative process between City staff and NRC staff, a final five-page questionnaire was created.

SELECTING SURVEY RECIPIENTS

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in Maple Grove’s boundaries were eligible for the survey. Because local governments or organizations generally do not have inclusive lists of all the residences in the community (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the survey recipients.

A larger list than needed was pulled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside Maple Grove’s boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries; in this case, within Maple Grove. All addresses determined to be outside the study boundaries were eliminated from the list of potential households. A random selection was made of the remaining addresses to create a mailing list of 1,200 addresses.

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

SURVEY ADMINISTRATION AND RESPONSE RATE

Each selected household was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the City of Maple Grove Citizen Survey was sent. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by Mayor Steffenson enlisting participation. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire directly to NRC. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey was the final contact. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey.

The mailings were sent in April 2013. Completed surveys were collected over the following four weeks. About 7% of the 1,200 surveys mailed were returned because the housing unit was vacant or the postal

service was unable to deliver the survey as addressed. Of the 1,115 households presumed to have received a survey, 520 completed the survey, providing a response rate of 47%.

MARGIN OF ERROR

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within three percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample; results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise.

SURVEY PROCESSING (DATA ENTRY)

Mailed surveys were returned via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey is reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset is subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

WEIGHTING THE DATA

The demographic characteristics of the survey sample were compared to those found in the 2010 United States Census. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, race, housing unit type (attached or detached) and housing tenure (rent or own). This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The historical profile created and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting.

A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Several different weighting “schemes” are tested to ensure the best fit for the data.

The results of the weighting scheme are presented in the following table.

2013 MAPLE GROVE CITIZEN SURVEY WEIGHTING TABLE

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
<i>Housing</i>			
Rent home	13%	23%	13%
Own home	87%	77%	87%
Detached unit	67%	54%	67%
Attached unit	33%	46%	33%
<i>Race and Ethnicity</i>			
White	89%	91%	89%
not White	11%	9%	11%
not Hispanic	2%	2%	2%
Hispanic	98%	98%	98%
<i>Gender and Age</i>			
Female	52%	62%	52%
Male	48%	38%	48%
Age 18-34	27%	14%	27%
Age 35-54	46%	40%	46%
Age 55 and over	27%	47%	27%
Female 18-34	14%	8%	14%
Female 35-54	24%	25%	24%
Female 55 and over	15%	28%	15%
Male 18-34	13%	5%	13%
Male 35-54	22%	15%	22%
Male 55 and over	13%	18%	13%

¹ Source: 2010 Census

ANALYZING THE DATA

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Complete Survey Frequencies*.

Also included are results by respondent characteristics (*Appendix D: Responses to Selected Survey Questions by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95%

probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

COMPARING MAPLE GROVE’S RESULTS TO THE BENCHMARKING DATABASE

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. It is difficult to judge what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, we need to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair as streets always lose to fire. More illuminating is how residents’ ratings of fire service compare to opinions about fire service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the city it intends to protect believe services are not very good compared to ratings given by residents in other cities to their own objectively “worse” departments.

NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, our first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA) and our second book, *Citizen surveys for local government: A comprehensive guide to making them matter*. Scholars who specialize in the analysis of citizen surveys regularly have relied on our work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

Jurisdictions in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to subsets of jurisdictions (within a given region or population category such as Minnesota jurisdictions). Most commonly (including in this report), comparisons are made to all jurisdictions. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

While benchmarks help set the basis for evaluation, resident opinion should be used in conjunction with other sources of data about budget, population demographics, personnel, and politics to help administrators know how to respond to comparative results.

APPENDIX G: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Maple Grove.

Dear Maple Grove Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Maple Grove. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Steffenson', with a stylized flourish at the end.

Mark Steffenson
Mayor

Dear Maple Grove Resident,

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Mark Steffenson
Mayor



12800 Arbor Lakes Parkway
P.O. Box 1180
Maple Grove, MN 55311

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



12800 Arbor Lakes Parkway
P.O. Box 1180
Maple Grove, MN 55311

Presorted
First Class Mail
US Postage
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Permit NO. 94



12800 Arbor Lakes Parkway

P.O. Box 1180

Maple Grove, MN 55311

PRSRT FIRST
CLASS
US Postage Paid
Boulder, CO
Permit NO.94



April 2013

Dear City of Maple Grove Resident:

The City of Maple Grove wants to know what you think about our community and municipal government. Your household has been randomly selected to participate in Maple Grove's 2013 Citizen Survey. Please participate!

Please have the adult age 18 or older who most recently had a birthday take a few minutes to complete the enclosed survey. Your answers are anonymous and will be reported in group form only. Your feedback will help the City make decisions that affect our community. You should find the questions interesting, and we will definitely find your answers useful.

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call City staff member Mike Opatz at (763) 494-6005.

Thank you for your time and participation to help us shape the future of Maple Grove.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Steffenson". The signature is stylized with a large, sweeping "M" and a complex, overlapping "S" and "T".

Mark Steffenson
Mayor



April 2013

Dear City of Maple Grove Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Maple Grove wants to know what you think about our community and municipal government. Your household has been randomly selected to participate in the City of Maple Grove's Citizen Survey.

Please have the adult age 18 or older who most recently had a birthday complete this survey. Your answers are anonymous and will be reported in group form only. Your feedback will help the City Council make decisions that affect our community. You should find the questions interesting, and we will definitely find your answers useful.

Your participation in this survey is very important – especially since your household is one of only a small number being surveyed. If you have any questions about the Citizen Survey please call City staff member Mike Opatz at (763) 494-6005

Thank you for your time and participation to help us shape the future of Maple Grove.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Steffenson". The signature is stylized with a large, sweeping "M" and a series of loops and strokes for the rest of the name.

Mark Steffenson
Mayor

The City of Maple Grove 2013 Citizen Survey

Please have the adult age 18 or older who most recently had a birthday complete this survey. Your input will help the City of Maple Grove make decisions that affect your community. Your answers are anonymous and will be reported in group form only. Thank you for your participation!

1. Please rate each of the following aspects of quality of life in Maple Grove.

	<u>Very good</u>	<u>Good</u>	<u>Neither good nor bad</u>	<u>Bad</u>	<u>Very bad</u>	<u>Don't know</u>
As a place to raise children	1	2	3	4	5	6
As a place to work	1	2	3	4	5	6
As a place to retire.....	1	2	3	4	5	6
Overall quality of life in Maple Grove	1	2	3	4	5	6

2. Please rate each of the following characteristics as they relate to Maple Grove as a whole.

	<u>Very good</u>	<u>Good</u>	<u>Neither good nor bad</u>	<u>Bad</u>	<u>Very bad</u>	<u>Don't know</u>
Cleanliness of Maple Grove.....	1	2	3	4	5	6
Variety of housing options.....	1	2	3	4	5	6
Overall quality of business and service establishments in Maple Grove	1	2	3	4	5	6
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5	6
Recreational opportunities for adults	1	2	3	4	5	6
Recreational opportunities for teens	1	2	3	4	5	6
Recreational opportunities for youth (age 12 and under).....	1	2	3	4	5	6
Employment opportunities.....	1	2	3	4	5	6
Educational opportunities	1	2	3	4	5	6
Ease of car travel in Maple Grove	1	2	3	4	5	6
Ease of bus travel in Maple Grove	1	2	3	4	5	6
Ease of bike travel.....	1	2	3	4	5	6
Ease of pedestrian travel.....	1	2	3	4	5	6
Availability of paths and walking trails.....	1	2	3	4	5	6
Availability of athletic fields.....	1	2	3	4	5	6
Availability of affordable housing	1	2	3	4	5	6
Availability of quality health care	1	2	3	4	5	6
Preservation of natural areas such as open space and wetlands in Maple Grove	1	2	3	4	5	6
Quality of Maple Grove lakes	1	2	3	4	5	6
Overall image or reputation of Maple Grove.....	1	2	3	4	5	6

3. Please rate how safe or unsafe you feel in each of the following places in Maple Grove.

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
Your neighborhood during the day	1	2	3	4	5	6
Your neighborhood after dark.....	1	2	3	4	5	6
Downtown shopping areas during the day	1	2	3	4	5	6
Downtown shopping areas after dark	1	2	3	4	5	6
Parks during the day	1	2	3	4	5	6
Parks area after dark.....	1	2	3	4	5	6
Other shopping areas during the day.....	1	2	3	4	5	6
Other shopping areas during the night.....	1	2	3	4	5	6

4. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Maple Grove?

	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>	<u>Don't know</u>
Used the public library or its services	1	2	3	4	5	6
Used the Maple Grove Community Center: Adult use	1	2	3	4	5	6
Used the Maple Grove Community Center: Teen use.....	1	2	3	4	5	6
Used the Maple Grove Community Center: Youth use (age 12 and under).....	1	2	3	4	5	6
Visited the Arboretum at County Road 30 and Fernbrook	1	2	3	4	5	6
Participated in a parks and recreation program or activity	1	2	3	4	5	6
Visited a neighborhood park.....	1	2	3	4	5	6
Visited the Maple Grove Farmers Market.....	1	2	3	4	5	6
Attended a meeting of local elected officials or other local public meeting .	1	2	3	4	5	6
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5	6
Read the City of Maple Grove Newsletter	1	2	3	4	5	6
Visited the City of Maple Grove Web site (www.maplegrovmn.gov)....	1	2	3	4	5	6
Visited the City recycling center at County Road 30 and Fernbrook.....	1	2	3	4	5	6
Volunteered your time to a group or activity in Maple Grove	1	2	3	4	5	6
Visited the Town Green.....	1	2	3	4	5	6
Used the Sports Dome at Maple Grove High School	1	2	3	4	5	6

5. Please rate the quality of each of the following services or amenities in Maple Grove.

	<u>Very good</u>	<u>Good</u>	<u>Neither good nor bad</u>	<u>Bad</u>	<u>Very bad</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5	6
Fire services.....	1	2	3	4	5	6
Crime prevention	1	2	3	4	5	6
Fire prevention and education.....	1	2	3	4	5	6
Traffic enforcement	1	2	3	4	5	6
Street repair and maintenance	1	2	3	4	5	6
Street lighting	1	2	3	4	5	6
Snow removal	1	2	3	4	5	6
Sidewalk maintenance.....	1	2	3	4	5	6
Traffic signal timing.....	1	2	3	4	5	6
Bus or transit services.....	1	2	3	4	5	6
Recycling	1	2	3	4	5	6
Drinking water	1	2	3	4	5	6
Sewer services.....	1	2	3	4	5	6
City parks and trails.....	1	2	3	4	5	6
Recreation programs or classes	1	2	3	4	5	6
Athletic fields.....	1	2	3	4	5	6
Maple Grove Community Center, which includes pools, ice arenas, an indoor playground, meeting rooms, a senior center and a teen center	1	2	3	4	5	6
Land use, planning and zoning	1	2	3	4	5	6
Code enforcement, such as weeds, abandoned buildings, etc.	1	2	3	4	5	6
Animal control	1	2	3	4	5	6
Services to seniors	1	2	3	4	5	6
Services to youth	1	2	3	4	5	6
Town Green	1	2	3	4	5	6
Sports Dome at Maple Grove High School	1	2	3	4	5	6
Farmers Market.....	1	2	3	4	5	6
City Web site.....	1	2	3	4	5	6
RecycleBank Rewards Program.....	1	2	3	4	5	6

6. Overall, how would you rate the quality of the services provided by the City of Maple Grove?

☐ Very good ☐ Good ☐ Neither good nor bad ☐ Bad ☐ Very bad ☐ Don't know

7. Please rate the following categories of Maple Grove government performance.

	<u>Very good</u>	<u>Good</u>	<u>Neither good nor bad</u>	<u>Bad</u>	<u>Very bad</u>	<u>Don't know</u>
Value of services for the taxes paid to Maple Grove.....	1	2	3	4	5	6
Overall direction that Maple Grove is taking	1	2	3	4	5	6
Job Maple Grove government does welcoming citizen involvement ...	1	2	3	4	5	6
Job Maple Grove government does listening to citizens	1	2	3	4	5	6
Job Maple Grove City Council does representing its citizens	1	2	3	4	5	6
Job Maple Grove City Council does responding to citizen concerns....	1	2	3	4	5	6

8. Should Maple Grove conduct a primary election for mayor and council prior to the general election?

- ☐ Yes
☐ No
☐ No preference
☐ Don't know

9. How likely or unlikely are you to:

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Maple Grove to someone?	1	2	3	4	5
Remain in Maple Grove for the next five years?.....	1	2	3	4	5

10. When you think about living in Maple Grove, how important, if at all, are each of the following to the quality of life here?

	<u>Essential</u>	<u>Very Important</u>	<u>Somewhat important</u>	<u>Not important at all</u>	<u>Don't know</u>
Quality of the neighborhoods	1	2	3	4	5
Quality of the housing	1	2	3	4	5
Cost of the housing	1	2	3	4	5
Quality of the schools	1	2	3	4	5
Community amenities	1	2	3	4	5
Proximity to your place of work	1	2	3	4	5
Safety of the community	1	2	3	4	5
Open spaces and parks.....	1	2	3	4	5
Proximity to family or friends	1	2	3	4	5
Ease of travel throughout the City.....	1	2	3	4	5

11. Please rate how you think Maple Grove has done planning the following:

	<u>Very good</u>	<u>Good</u>	<u>Neither good nor bad</u>	<u>Bad</u>	<u>Very bad</u>	<u>Don't know</u>
Roads.....	1	2	3	4	5	6
Park-and-Ride Lots	1	2	3	4	5	6
Trails and sidewalks.....	1	2	3	4	5	6
Open space.....	1	2	3	4	5	6
Parks.....	1	2	3	4	5	6
Parking	1	2	3	4	5	6
Retail and shopping areas.....	1	2	3	4	5	6
Industrial areas	1	2	3	4	5	6
Residential areas.....	1	2	3	4	5	6
Recent housing development.....	1	2	3	4	5	6
Attracting employers to Maple Grove	1	2	3	4	5	6
Community events, such as Maple Grove Days	1	2	3	4	5	6
Overall City planning	1	2	3	4	5	6

12. Does your home have a landline phone?

- ☐ Yes
☐ No

13. How do you connect to the Internet at home? Please check all that apply.

- ☐ No internet access at home
☐ Cable (Comcast/Xfinity)
☐ Satellite (DirectTV, Dish)
☐ DSL (CenturyLink)
☐ Dial-up telephone line
☐ Smart phone/cell phone (Verizon, AT&T, Sprint)
☐ Don't know

14. How do you receive television at home? Please check all that apply.

- ☐ Antenna
☐ Cable (Comcast/Xfinity)
☐ Satellite (DirectTV, Dish)
☐ Internet (on the computer, Sling Box, Roku, iPad, etc.)
☐ Not applicable/don't watch television at home

15. To what extent do you support or oppose the City partnering with local youth athletic associations to fund a gymnasium facility for activities such as basketball, wrestling, volleyball, and adaptive sports?

- ☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose ☐ Don't know

16. To what extent do you support or oppose the construction of additional housing in Maple Grove for low to moderate income residents?

- ☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose ☐ Don't know

17. For each of the following, please indicate whether you think that Maple Grove should encourage the rate of this type of development to increase, stay the same or decrease?

	<u>Increase</u>	<u>Stay the same</u>	<u>Decrease</u>	<u>Don't know</u>
New retail development	1	2	3	4
Redevelopment of existing retail areas	1	2	3	4
New residential development.....	1	2	3	4
Land development in general.....	1	2	3	4
New businesses and corporations, using office and industrial space.....	1	2	3	4
New chain or franchise restaurants.....	1	2	3	4
New independent or non-franchise restaurants.....	1	2	3	4
New entertainment centers	1	2	3	4
Nursing homes and/or assisted living facilities.....	1	2	3	4
Senior housing.....	1	2	3	4

19. What is the single biggest challenge facing the City of Maple Grove right now?

The final questions are about you and your household. Again, your answers to this survey are completely anonymous and will be reported in group form only.

D1. How many years have you lived in Maple Grove?

- ☐ Less than 2 years
- ☐ 2–5 years
- ☐ 6–10 years
- ☐ 11–20 years
- ☐ More than 20 years

D2. Which of the following best describes the building you live in?

- ☐ A one family house detached from any other houses
- ☐ A house attached to one or more houses (such as a duplex or townhome)
- ☐ A building with two or more apartments or condominiums
- ☐ Some other type of building

D3. Do you rent or own your home?

- ☐ Rent
- ☐ Own

D4. How many children under 18 live in your household?

_____people

D5. How many members of your household are aged 60 or older?

_____people

D6. About how much was your household's total income before taxes in 2012? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
- ☐ \$25,000 to less than \$50,000
- ☐ \$50,000 to less than \$100,000
- ☐ \$100,000 to less than \$150,000
- ☐ \$150,000 or more

D7. Do you consider yourself to be Spanish, Hispanic or Latino?

- ☐ Yes
- ☐ No

D8. Which one or more of the following would you say is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
- ☐ Asian, Asian Indian or Pacific Islander
- ☐ Black or African American
- ☐ White
- ☐ Other

D9. Which of the following best describes your age?

- ☐ 18–24 years old
- ☐ 25–34 years old
- ☐ 35–44 years old
- ☐ 45–54 years old
- ☐ 55–64 years old
- ☐ 65–74 years old
- ☐ 75 years or older

D10. What is your gender?

- ☐ Female
- ☐ Male

Thank you! Please return the survey in the enclosed business reply envelope to:
National Research Center, Inc., P.O. Box 549, Belle Mead, NJ 08502–9922